

*Southwest*

JUNE  
1936

20  
CENTS

# BUSINESS

News Copyrighted

OFFICIAL TEXAS CENTENNIAL EXPOSITION MAGAZINE

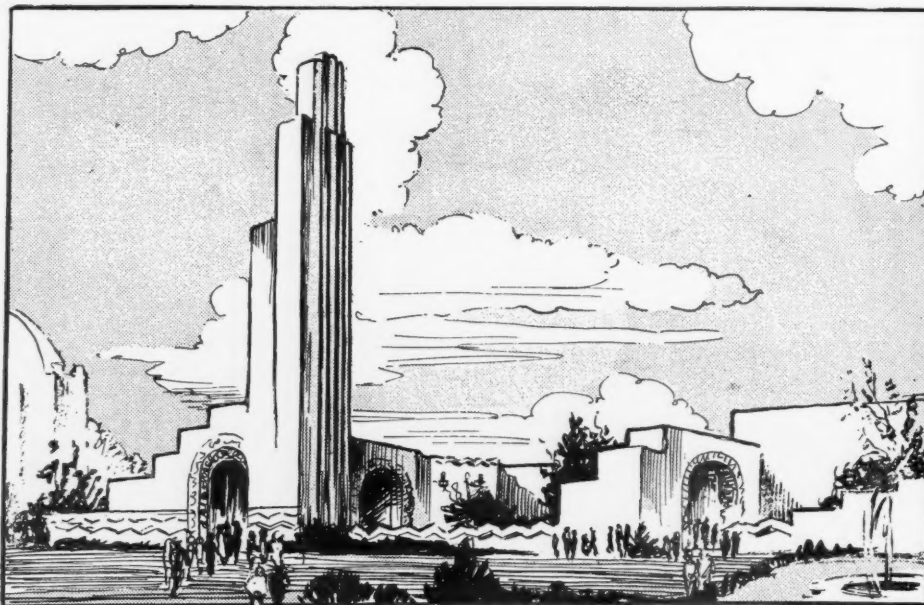


THE SIX FLAGS THAT HAVE FLOWN OVER TEXAS—See Page 14.

Southwest Business Review . . . Prosperity in Dallas . . . Lighting  
Spectacle . . . "Cavalcade of Texas" . . . Midway . . . Host  
City to a Nation . . . Art Exhibit . . . Opening Day Ceremonies

---

# Texas Gives a Party



## And Decorates With Smokeless Skylines



NO WONDER Texas is strung across with hundreds of sparkling skylines, on parade for the Centennial Celebration of this six-flagged commonwealth . . . most of Texas runs with natural gas. Texas leads the world in natural gas production, and Dallas has enjoyed this low-priced heat for 26 years. Many industries have been established in Texas directly because of this flexible, economical heat.

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Gas cools the air and reduces the humidity in some of the Centennial buildings at the Dallas Exposition. Ask our engineers about a system to fit your business or home. In the Hall of Religions, the gas power engine operates in a glass room, for your inspection. (Of course you are welcome to see the engines at work in the downtown Gas Building too, at any time.)

●  
**Modern Inventions**

**Made for Your Business**

Ask our engineers for advice and information about the new heating, power, or air-conditioning equipment to suit your needs.

●

The Dallas  Gas Company

# Thru 50 years— Making a pause *refreshing*



## 1886 to 1936

Once upon a time a *pause* was only an idle moment. Then came *the pause that refreshes* with ice-cold Coca-Cola. Its fame spread . . . from one corner in 1886 to "around the corner from anywhere" in 1936. Of course, it had to be good to get where it is...thirst-quenching... pure...wholesome...delicious and refreshing. The price 50 years ago was 5¢. The price is still 5¢.



COCA-COLA CO., ATLANTA, GA.



# FACTORY and MILL DISPLAYS of FURNITURE, RUGS and STOVES

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Farmhouse "Hook" Collection  
Scotch Shaggy Tweeds  
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Cushions and Carpet Linings"

Distributed by

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**Thos. L. Leedom Company**  
Wilton Handset Chenille Wool Flatweave  
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## **C. P. POULK'S** Furniture Style Exhibit and Showroom 10th Floor, Santa Fe Bldg., Dallas, Texas



Featuring smart new  
creations in bedroom  
and diningroom furni-  
ture, executed in choice,  
rare woods and built with  
watch-like precision to  
last and endure.

Truly Ranking Master-  
pieces of Better, Finer  
Furniture.



## **C. P. POULK**

Factory Representative for the  
Southwest

## **DECORATIVE FABRICS** **W. E. LEMMON**

Wholesale Drapery and Furniture  
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CUT QUANTITIES OR FULL PIECES

Quick Service to Upholsterers, Decorators,  
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Santa Fe Bldg.      Phone 2-7605  
DALLAS, TEXAS

## **Universal Gas Ranges** SOUTHWESTERN FACTORY BRANCH

JAMES J. MARCUS, Branch Manager

UNIVERSAL promotes the highest  
standard of cooking performance  
in every type of domestic gas  
cooking appliance.

**Cribben & Sexton Co.**  
CHICAGO, ILLINOIS

## **ROPER GAS RANGES** A FACTORY BRANCH

Complete  
Warehouse Stock

**GEO. D. ROPER CORP.**  
2nd Unit, 10th Floor Santa Fe Bldg.  
DALLAS, TEXAS

## **Detroit, Michigan** **Stove Co.**

Detroit Jewel  
Garland Gas Ranges

Phone 2-8993

JACK LITTLE, District Mgr.

**Santa Fe Furniture, Rug and Stove Market**  
•• 10th. Floor, 2nd. Unit, Santa Fe Bldg.



# Southwest BUSINESS

Established 1922

PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE  
IN THE INTEREST OF THE GREAT SOUTHWEST

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CLYDE V. WALLIS, Editor

EARL Y. BATEMAN, Manager

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**MAHAN DITTMAR  
& CO.**

## 25 Million Dollars ---

Twenty-five million invested just to give twelve or fifteen million people a picture of what a hundred year old state does in celebration of that event.

And as has been remarked in so many previous issues the picture tells the story better than words.

Do you have any pictures to tell your story?

Do you have any Advertising to reach these millions that will swarm into Dallas during the next six months?

Need Something? Call me, perhaps we can plan the piece of Advertising that will let you cash in on the "Big Picture".

**HUGH CARGO**

Top o' the Allen Building  
Dallas—The Centennial City



# SOMETHING IMPORTANT TO YOU HAS HAPPENED

Feeling sure you want to keep well informed regarding one of our most essential modern day needs . . . the motor car . . . I give you the following important information.

Ordinarily, one manufacturer will not offer more for your money than another. In fact, any product, including automobiles, when built and sold under similar conditions—with the same profit objective, must be priced accordingly.

If, however, a financially strong, long experienced automobile manufacturer sets up a uniquely economical factory program, through building four different fine cars under one low overhead cost . . . and if he further determines to place his second million cars into hands of owners quickly by lowering prices without regard to present profits, then you readily see how **that** manufacturer can and does give you several hundred dollars more in value in each of his four cars, than competition, in the respective price fields.

As this logical production program swings into full plant capacity, a modest profit point is reached.

Twice, this sort of determination has been shown in the automobile business. Twenty years ago, I had a part in the first such program. Customers quickly recognized the many advantages it brought to them. Now, history has repeated itself. Mr. C. W. Nash has lowered prices \$300.00 to \$500.00 on

the four best proved, best improved, motor cars found in the industry today.

I make this as a statement of fact—not opinion. Twenty-five years' experience, seeking to bring customers the most of the best for the least, in automobiles and trucks, qualifies me, I believe, to weigh and measure any motor vehicle on specifications—and determine its relative value on the basis of facts alone.



Rendering maintenance service to Nash and LaFayette owners the past year enables me to know, first hand, that these owners are enjoying an entirely new freedom from need of car repair . . . and a new high degree of safety, driving pleasure and economy of operation.

Whatever price car you may choose to buy, the information I seek to give in this message can mean a lot to you—if you will take advantage of it. For example, LaFayette . . . now priced down to small car figures . . . has been engineered, proved, and improved, the past dozen years to sell around \$1200.00. You can, for the time being, buy a LaFayette as low as \$789.00 delivered in Dallas.

You will enjoy a visit to Perry Motor Company, 615 Good Street—between Live Oak and Swiss. The X-ray system will make the above amazing statement perfectly clear to you. Our showroom is open night and day for your convenience.

—E. GORDON PERRY.

## PERRY MOTOR COMPANY

615 GOOD STREET / / / BETWEEN LIVE OAK AND SWISS / / / TELEPHONE 8-5115

*LaFayette*

*Nash*

*Federal*

# EDITORIAL . . .

## Prosperity in Dallas

Dallas is in the national spotlight, not only because of the gigantic Texas Centennial Exposition, but also because of remarkable strides toward complete business recovery. A national research organization recently placed Dallas at the head of a list of fifty American cities showing the greatest progress in business activity. Dallas was rated as being only seven per cent short of normal; improvement in recent weeks probably place this city at normal or better today.

Sales Management Magazine, in its annual survey of buying power, gives considerable space to a discussion of Dallas County as one of the bright market spots of the Nation. Sales Management's comments on Dallas are reproduced on page 10 of this issue.

On page 11 will be found current statistics reflecting the business situation in Dallas as compared with a year ago, with the first four months of 1936 compared with the same period in 1935.

The Dallas Morning News, in its issue of May 25, printed the following item describing activities in the retail shopping districts of Dallas:

"Recipe for curing the blues: Walk east on Elm, west on Main and east on Commerce between Lamar and Harwood, anytime of day any day of the week.

"Not in the memory of the oldest inhabitant have there been such crowds of shoppers on the streets, hurrying along with purposeful gleams in their eyes, darting in and out of stores and burdening themselves with bundles.

"The entire business district has become almost carnival in aspect. It might be the day before Christmas, except for the weather. Many flags are out. Show window decorators are vying with each other in artistic arrangement. Shop interiors never were more attractive.

"The daily volume of retail sales continues far ahead of last year, ranging from fifteen to as high as 100 per cent above equivalent days a year ago, proof of the fact that the crowds are not idle strollers.

"A survey of the streets showed these interesting figures: In walking east from Poydras to Akard on the south side of Elm 642 persons were met walking westward, and apparently an equal number were moving in the opposite direction.

"Of the total 441 were white women. More than half of these had bundles. A great many were accompanied by male escorts who were doing the toting.

"One or more children accompanied thirty-two of the women. At least seventy-five per cent of the women were fashionably dressed, apparently in better

than ordinary financial circumstances. They, however, carried the fewest bundles, and the assumption was that they had bought merchandise on charge accounts and had taken advantage of the delivery services of the larger stores.

"A count at Main and Akard shortly after 4:00 o'clock showed that around fifty pedestrians assembled on the corners during each red light period, awaiting the go signal.

"A shopkeeper watching the crowds declared he never had seen such happy persons. He called attention to their carefree faces, to the happy chattering of the couples and small groups that hurried along.

"They have money in their pocketbooks," he commented. "They either have just bought something they have wanted badly or they are about to do so."

"If we can have business like this two weeks before the Centennial Exposition opens, what will it be like when thousands of persons from other cities start pouring in?" gleefully ask the merchants, as they study sales girls' applications for employment."



## 1935 Business Census

The Bureau of the Census is now engaged in taking a census in Dallas as a part of the National 1935 Census of American Business. This enumeration will be completed within a few weeks.

When the census is completed, reports will be published showing the amount of business done in each city, without, of course, in any way revealing the operations of individual firms. These government reports will be used nationally in comparing one city with another. Naturally, Dallas wants to have the highest possible ranking, and that requires complete reports from every business firm in the city, so that final totals may reflect the true importance of Dallas as a business center.

Those in charge of taking the census report difficulties in securing the necessary information from a few Dallas firms. For the most part, however, Dallas business houses have aided by making the information available promptly and in complete detail.

Firms that have not yet reported are urged to do so at once. Other cities in the Southwest, and throughout the Nation, are conducting campaigns to the end that they may rank high in the national ratings. Unless the Dallas census is complete this city will not make the showing, in comparison with other cities, to which it is justly entitled.



**"TODAY, WE STRIKE."**  
...Sam Houston

IN twenty minutes, Sam Houston and his ragged, under armed, and untrained colonists wrested Texas from the Tyrant's grasp to give the world a new republic and a nation of free people.

Texas of TODAY does not forget the Texas of a century ago or the men who led the way in the march of mighty events that pushed National frontiers westward to the Pacific ocean and brought one-third of our vast domain beneath the American flag.

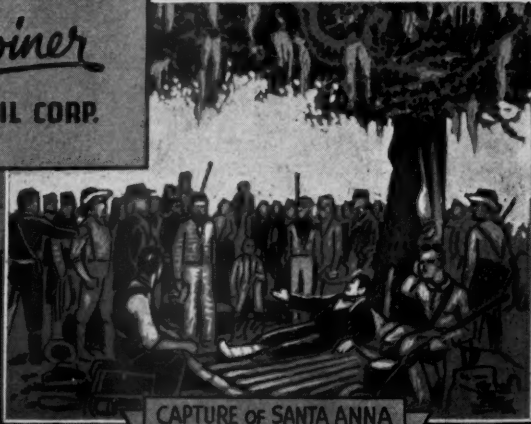
TODAY, we have built a great exposition . . . A world's fair . . . depicting the glamorous, romantic saga of a people who act TODAY and dream of tomorrow. This exposition will be completed in all its historical and industrial grandeur and presented to the world on June 6th, 1936 . . . Millions will come to see Texas TODAY . . .

Together with these United States, I pause to reflect and pay tribute to those Texans who have made a great empire of the Lone Star State.

*C.M. (Dad) Joiner*  
PRES. JOINER OIL CORP.



**"SIESTA NOW...  
MANANA WE FIGHT"**  
...Santa Anna



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# Southwest BUSINESS

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## Business Review and Outlook in the Southwest

### Federal Reserve Summary

**T**HE distribution of merchandise at wholesale and retail in this district was well sustained during the past month. Department store sales in larger cities reflected a seasonal gain of seventeen per cent, as compared with the previous month, and were nine per cent larger than in the corresponding month last year. Buying at wholesale in most reporting lines reflected better than average seasonal changes and was substantially larger than in March a year ago. Debits to individual accounts at banks in principal cities were eight per cent larger than in February, and exceeded those of March, 1935, by sixteen per cent.

The deficiency of moisture over the major portion of the district during the past month continued as a serious drawback to farming operations and crop growth. Early planted row crops made poor to only fair progress except in favored localities and the cotton crop over a large area either has been dry seeded or planting operations delayed pending an improvement in the moisture situation. The Department of Agriculture, in its April 1 report, stated that the wheat crop deteriorated greatly in March and that the abandonment of acreage was expected to be heavy in the extremely dry areas. Commercial reports indicate that further deterioration occurred during the first half of April. Rainfall, which was heavy in scattered localities, occurred over a considerable area of Texas at the middle of April and will be of material benefit temporarily, but heavy rains are urgently needed throughout the district. Range and livestock conditions in most areas have held up fairly well and are much better than a year ago, but moisture is needed to insure continued growth of range vegetation.

Federal Reserve Bank loans to member banks reflected a further moderate

expansion between March 15 and April 15, but on the latter date they were smaller than a year ago. Federal Reserve note circulation remained fairly stable during the past month at about the \$75,000,000 level. The reserve deposits of member banks at the Federal Reserve Bank showed considerable fluctuation during the month and the total on April 15 was \$8,925,000 lower than on March 15. The loans and investments of member banks in selected cities reflected a noticeable increase between March 11 and April 8 and on the latter date were substantially larger than a year earlier. The daily average of combined net demand and time deposits of member banks rose from \$771,136,000 in February to \$778,553,000 in March.

Construction work continued active during the past month. While the valuation of building permits issued at principal cities fell twenty-six per cent under the heavy February volume, it exceeded the total for March, 1935, by 287 per cent, and was about double the March average for the preceding six years. The figures for two cities again constituted a large percentage of the total, yet those for most other reporting cities reflected substantial gains.



### Southwestern Report

The Southwestern Report, published by the Texas Farm & Ranch Publishing Company, Dallas, summarizes the business outlook in Texas as follows:

Cotton, throughout the Southern districts, is up and growing, the late rains speeding its progress. In North and Northeast Texas, farmers are now busy putting the seed into the ground. Although county agents report a generous response to the Government's soil conservation program, it is estimated that there will be a fifteen per cent increase in cotton acreage this year.

Rains came in the nick of time to refresh pastures and ranges and to keep livestock at a peak average as regards condition. It has been a prosperous year thus far for livestock men. Texas produces practically all of the mohair of the Nation. Production in 1935 was 15,074,000 pounds for the Nation of which amount 13,000,000 pounds is credited to Texas. The spring clip in 1936 brought producers profitable prices. The range was 30 to 35 cents per pound for grown hair and 35 to 45 cents per pound for kid hair.

Texas produces from 18 to 20 per cent of the wool of the Nation. The clip for 1935 was 52,564,478 pounds, the next ranking State being Montana with a clip of 35,884,219 pounds. Wool prices for the spring clip have averaged better than 30 cents per pound.

Cattlemen also are having a good year, the demand for feeders and finished animals at profitable prices continuing to be maintained.

Texas, within the past few years, has become independent from the standpoint of dairy products. It still imports some cheese, but is manufacturing its needs in butter and increasing its output of cheese.

The poultry industry is contributing materially to the buying power of rural districts. Texas is on an export basis as regards eggs and fryers.

### Basis of Southwestern Prosperity

There are two industries in the Southwest that make large contributions to the buying power of its citizens. The great oil industry and the agricultural and livestock industries, including related lines. The oil industry topped all other sources of revenue for the Southwest during the depression years and was one of the mainstays of business. Agriculture and livestock have come back into the picture and are undoubtedly largely responsible for the increase in business activity of 1935 and thus far in 1936. It is proving to be the controlling factor in sustaining and improving business in all lines, such as we make note of in the following paragraphs:

From Business Week, April 25—Business in the Southwest is steaming up. Texas and surrounding States, already setting a stiff pace for other sections of the country, are expecting to forge still

further into the lead during the remainder of the year.

Bureau of Business Research, University of Texas—Egg shipments register a gain of 160 per cent as compared with the same month in 1935—Livestock shipments have made a thirty-six per cent gain—Cotton textile industry up fifty-eight per cent in consumption and thirty and five-tenths per cent in production. Sales up seventy per cent—March building permits 269 per cent over March, 1935—Cement production better by forty-five per cent—Agricultural outlook, especially that of livestock, continues bright. In Texas the volume of these products marketed is increasing and prices are being well maintained.

Sales Management of April 20—The Centennial Central Exposition will not be opened for another forty-five days (June 6) but sales in the Dallas Federal Reserve District are already leading the Nation. Here are some figures for the most recent months: Department store sales up sixteen and four-tenths per cent; wholesale sales of farm implements, hardware and drugs, up fifty-nine and four-tenths per cent, twenty-four per cent, and twenty-three and four-tenths per cent, respectively.

Texas is spending a half million in advertising the Centennial and the entire State, and another half million is being spent by oil companies, railroads, air lines and other business institutions. Between 1,500 to 3,000 letters of inquiry a day are being received.

Perhaps no exposition previously held in the United States has attracted such Nation-wide attention. No other exposition of like character has ever featured the great agricultural and livestock industries, giving equal prominence to these basic activities along with other industry, science, art and education. No State ever before has attempted the celebration of an historical event on such an ambitious scale.



## Business Week Comments

Under the caption, "Southwest Is R'arin'," Business Week, in its issue of April 25, has this to say with respect to the business outlook in Texas and adjacent States:

"Business in the Southwest is steaming up. Texas and surrounding States, already setting a stiff pace for other sections of the country, are expecting to forge still further into the lead during the remainder of the year.

"Texas this year has a new type of exposition, the Centennial, which will be a sort of roving business-stimulant, hitting practically every community in the State before it is over. From the big fair the entire Southwest is confidently expecting a stirring up all along the line, and will probably get it. Railroad, hotel, retail, construction, practically all businesses, are gearing up for the big year in Texas.

### Not Just the Fair

"Southwesterners are careful to point

out that the Texas fair is only one oyster in the bed. At the drop of a hat they are springing fancy statistics from every quarter of the business sphere to prove that the Southwest is hitting the best pace in the country.

"For example, the Dallas Federal Reserve district in the first quarter this year led all other districts in department store sales gains over last year. Construction is high in the Southwest. Oil is booming—oilers say the geologists have promised production in no less than eighty Texas counties when known deposits are finally tapped.

"Cotton acreage this year will be up fifteen per cent to twenty per cent, and the croppers are feeling much better since it rained last week. There is a big Texas truck and fruit production in sight for this season. The onion crop—those big mild sweet ones that you can look in the eye without flinching—shows strong promise.

"Wheat in the Texas and Oklahoma Panhandles is stricken with dust again, but outside of the dust-bowl ample crops are in prospect. Matthew S. Sloan, genial head of the Missouri-Kansas-Texas Railroad, expects the Katy's Panhandle lines to haul more wheat than in any year since the drouth first struck.

"There is another plum for the railroads to draw this year. The Southwest has more than a million bales of loan cotton, much of which has never left the interior. Now the Government plans to move this cotton gradually.

"Growers have already received their money and have been spending it, but the railroads and the cotton trade haven't had their chance at handling the blocked-up bales yet, and they have about a million dollars' worth of transportation alone to look forward to."



## The Dallas Market

Sales Management Magazine, published in New York, selects Dallas County as outstanding in the Nation for its growth and increase in income, in its annual survey of buying power, just published. The magazine has this to say with reference to Dallas County:

"We see that it has 5.59 per cent of the State population and .2654 per cent of the U. S. A. population. Skipping for a moment over to the Spendable Money Income Tables, we find that it has 10.84 per cent of the State Spendable Money Income and .4166 per cent of the U. S. A. income. Thus Dallas is immediately stamped as an above-average market both in relation to its immediate surroundings and to the country as a whole.

"The Dallas County income tax returns of 50.7 per 1,000 people are nearly double the U. S. A. average of 31 and 2.5 times greater than the Texas State of 19.4.

"Living standards as shown by median rentals, telephones and passenger cars are high. The median rental figure of \$26.97 a month is roughly the same

as the U. S. A. figure of \$27.15, and the Dallas figure is markedly higher than most of the other counties in the Southwest and the Texas median of \$17.83.

"The telephone count of 135.2 per 1,000 people is a great deal higher than the National average of 87.2 and the State figure of 61. It indicates a high measure of progressiveness and prosperity in the county and inferentially stamps it as a good market for electrical products.

"The passenger car registration figures also stamp the county as high in purchasing power—231 per 1,000 people as compared with 173 for the State of Texas and 179 for the U. S. A.

"New car sales in Dallas County last year increased 32 per cent over the preceding year as against 30 per cent increase for the State.

"Spendable money income of the county on a per capita basis is \$806—which is almost double the State average of \$422 and half again as much as the National average of \$513. The city's per capita of \$887 is materially higher than the county's.

"The urban family median income of \$1,934 is another index which points to a good distribution of income. It is certainly significant to the manufacturer of luxury products to know that half of the Dallas families have incomes in excess of \$1,934, whereas the corresponding figure for the State is \$1,278; for the West South Central States, \$1,222, and for the U. S. A., \$1,474."



## Population Estimates

Official population estimates announced by the Census Bureau show Texas gained 42,000 during the year ended July 1, last. The census population of Texas as of April 1, 1930, was 5,824,715. The estimated population July 1, 1934, was 6,035,000 and on July 1, 1935, 6,077,000. The estimated percentage increase, 1930 to 1934, was 3.6 and for 1930 to 1935, 4.3.

The estimated population of continental United States, July 1, 1935, as announced last February 4, was 127,521,000.

Population shifts of considerable magnitude are shown by the State estimates and in a number of cases reveal important reversals of previous trends. In the past there has been a general westward migration and an increasing concentration of people in urban areas. Since 1930, however, these trends have reversed or slowed down. The Census Bureau estimates for individual States show decreases in several of the Rocky Mountain Central States, which loss was attributed to the drouth and the depression. Relatively large increases are shown in most of the States south of the Ohio River and east of the Mississippi.



In recognition of his services during his lifetime in behalf of the crippled children of Texas, the memory of Will Rogers, noted actor-humorist, will be honored by observance of November 4, 1936, anniversary of his birth, as Will Rogers Memorial Day at the Exposition.



# DALLAS BUSINESS

NEW CONCERNS — CURRENT STATISTICS — BUSINESS BRIEFS

## New Concerns

New businesses totaling 136 were established in Dallas during April, making the total for the year 584, an all-time record. Ten of the new concerns were manufacturers, twenty wholesalers, sixty-two retailers, eight oil companies and thirty-six miscellaneous.

### Manufacturers

Cain Machine Shop, 3011 Main St.; machinists.

Fallis Bros., 837 West Davis St.; potato chips and other food products.

Farmer Printing & Publishing Company, 913 South Ervay St.; publishers and printers.

Fresh Orange Juice Company, 405 North Tyler St.; beverages.

J. & S. Carburetor Company, 705 Ross Ave.; carburetors.

McLaughlin Manufacturing Company, 906 North Lancaster Ave.; manufacturers of ladies' leather hand bags.

Melton Printing Company, 1641 Pacific Ave.; printers.

Motor Machine Works, 306 South Pearl St.; machinists.

Nafra Products, Inc., 2928 Elm St.; cleaning preparation for upholstery fabrics.

Oak Farms, 1114 North Lancaster Ave.; milk and dairy products.

Rhodes Cabinet Shop, 1107 South Beckley Ave.; planing mill.

### Wholesalers

California Perfume Company, Inc., 214 Allen Bldg.

Central Candy Company, 2024 Canton St.

Clay Products Sales Company, Inc., 516 Thomas Bldg.; brick.

Conley, Lott, Nichols Machinery Company, 3424 Commerce St.; construction equipment.

Dale Equipment Company, 2617 Maple Ave.; lubricating equipment.

Distributors, Inc., of Texas, 1715 North Akard St.; distributors of Reo and Willys automobiles and Covered Wagon trailers.

Eureka Vacuum Cleaner Company, Santa Fe Bldg.; vacuum cleaners.

Federal Flag & Decorating Company, 2007 Main St.; flags and decorations.

Glendon Flag & Decorating Company, 1608 Commerce St.; flags and bunting.

Gould Vacuum Cleaner Company, 1913 Commerce St.; vacuum cleaners.

Humphrey Steel Products Corporation, 1001 Burt Bldg.; steel.

Kaplan & Bloom, 4112 Commerce St.; exposition novelties.

Lone Star Coffee Company, 1511 South Ervay St.

Arthur R. Miller, 519 South Pearl St.; produce.

Ray-O-Vac Company, 301 North Market St.; flashlights and batteries.

\* \* \*

### Oil Companies

Associated Pipe Line Company of Delaware—granted Texas permit, with D. R. Zachry of Dallas, Texas agent.

Burma Oil Company, incorporated by Sol Kimbrell, E. H. Ellinghausen and Dallas E. Hawkins.

Herschbach Drilling Company, incorporated by John L. Herschbach, E. Fred Herschbach and C. J. Siemoneit.

Heyser, Heard & Clardy, Inc., incorporated by E. S. Heyser, Claude E. Heard and B. C. Clardy.

Hopewell Oil Company, Delaware corporation, granted Texas permit, with D. M. Faulkner, Wilson Building, Texas agent.

International Pipe Line Company of Delaware, Delaware corporation, granted Texas permit, with D. R. Zachry of Dallas, Texas agent.

Palmer Oil Company, incorporated by K. N. Haggood, R. H. Palmer and Mrs. W. H. Myers.

The Prospect Company, royalty company incorporated in Delaware, granted Texas permit with C. C. Renfro, Mercantile Building, agent.

\* \* \*

### Miscellaneous

Advertising Specialty Company, 616 Wilson Bldg.

C. D. Bridgman & Associates, 1416 Gulf States Bldg.; accountants.

Dunnahoo & Company, 518 Praetorian Bldg.; insurance.

L. T. Dysart & Company, 909 Santa Fe Bldg.; financing.

H. & H. Contracting Company, 402 Mercantile Bldg.; hauling.

J. & J. Sales Company, 1318 Gulf States Bldg.

Walter F. Locherer, 1201 Fidelity Bldg.; advertising.

Lone Star Hotel Company, 1908 Commerce St.; converting old Y. M. C. A. Building into hotel.

Continued on Page 61

## CURRENT STATISTICS

### BANK CLEARINGS

April, 1936	\$186,128,544
Last month	188,909,058
Year ago	153,502,899
First four months, 1936	720,172,756
First four months, 1935	612,921,481

### BANK DEBITS

April, 1936	\$196,996,000
Last month	223,142,000
Year ago	168,292,000
First four months, 1936	831,982,000
First four months, 1935	669,942,000

### BUILDING PERMITS

April, 1936	\$ 1,494,861
Last month	1,465,167
Year ago	529,736
First four months, 1936	6,583,435
First four months, 1935	1,624,784

### POSTAL RECEIPTS

April, 1936	\$ 327,961
Last month	334,299
Year ago	296,945
First four months, 1936	1,304,708
First four months, 1935	1,196,276

### LIGHT METERS

April, 1936	74,555
Last month	73,975
Year ago	71,546

### TELEPHONES

April, 1936	76,693
Last month	76,097
Year ago	71,588

### NEW CAR SALES

April, 1936	1,393
Last month	1,712
First four months, 1936	5,504

### \*POPULATION

1930	273,097
1936	337,622

\*Includes Dallas, Highland Park and University Park. Figure for 1936 is new city directory estimate.



World's largest stage for historical spectacle.

## 400 Years of History in "Cavalcade of Texas"

**F**OR the first time in history the pattern of four hundred years of Texas history is to be arranged into an heroic musical mosaic that accompanies a symphony of color and romance and illuminates the story of Texas from the brave days of the New Spain to the twentieth century.

So far as known, no complete history of a people has been set down in a single, sequential musical score. A few operas have recorded an episode, an event or a legend. Nothing, however, of the scope of the score to be produced for "Cavalcade of Texas" has ever been undertaken.

Composers who have delved into the dust of the centuries for inspiration have long been struck by the historical significance of the songs a people sing on the long road of their march through the succeeding years of their rise and fall. The arts are the most faithful messengers of a people's moods and customs, tragedies and triumphs. In the musical archives of a Nation are to be found its martial songs and its madrigals.

### History in Musical Score

Music has always kept pace with the characteristics of various peoples and eras. Stravinsky caught the bleak and hopeless soul of the moujik of the Tsars. Charles Wakefield Cadman caught the spirit of the American Indian; Stephen Foster translated the Negro communal life of early America. Something of the beat and pulse of 400 years of Texas history is to be caught in the musical score of "Cavalcade of Texas."

In undertaking the musical score, William M. Hamilton, creator and director of the "Cavalcade of Texas," chose L. G. Kerr and Frederic H. Frankenstein to arrange the musical score for this production. They approach this commission with a view to presenting the story of

the winning of the land of the Tejas, its peoples, their manners and their customs in such faithful care that the score alone offers a complete historical motif.

Here, briefly, is the fabric of "Cavalcade of Texas":

"Cavalcade of Texas" is one of the outstanding attractions at the Texas Centennial Exposition at Dallas, for 177 days opening June 6. It is the drama of an empire which has known six flags and which celebrates four centuries of development with its centennial of independence this year.

In much the same manner that the peasants of Oberammergau stage the celebrated Passion Play in the Bavarian Alps, and with the same fidelity to background, historical detail and authentic costuming, "Cavalcade of Texas" will be produced with the sky and the earth as its natural "backdrop," on an open air stage 300x240, one of the largest stages of its kind ever used.

The single great stage is in reality five stages, each separated from the other, as the need arises, by curtains of spray which soar upward under a flood of colored lights as the scenes shift from presidio to mission, from plain to mountain, from galleon to ox cart.

The musical score opens with an overture by full orchestra scored from excerpts from the master score of the spectacle itself. It begins with the high, clear chant of the Indian's reverential hymn in praise of the rising sun and closing in a lively crescendo with some of the songs of the Gay Nineties. Through the overture, as if by a musical synopsis, has passed the melodic saga of two civilizations.

Behind the overture, not to mention the whole score of the full spectacle, lie a stretch of tedious research, as painstaking as the urge for the utmost authenticity could make it.

### Months of Research

L. G. Kerr, Frederic H. Frankenstein and Glenroy C. Stein have been at the task for months assembling and arranging the finding as fast as they are discovered.

Only the most outstanding authorities in their special fields of folk and period music were consulted, among them such luminaries as J. Frank Dobie, historian and student of Southwest lore.

John Lomax, collector and authority on folk music and curiosa, who has contributed valuable records to the Library of Congress, was of inestimable assistance to Mr. Kerr, as were Dr. John Lee Brooks, of the faculty of Southern Methodist University, and Charles S. Skilton and Thurlow Lieurance, both authorities on Indian music.

Dr. Sigmund Spaeth, outstanding as a tune detective and accepted authority on period music, gave an extended consultation with the idea of making available to them his knowledge of the music of the locale and periods needed for the "Cavalcade" score. The doctor's comprehensive and authentic music library was made available to the Exposition's musical directors as well as Dr. Spaeth's own arrangements and translations of the music of the Southwest.

The music presentations will be both choral and orchestral. The score opens with a prologue carrying the theme song of the spectacle. It is the link of the present with the past, the musical key to the sequence from the coming of the Spaniard Pineda to the dawn of the Twentieth Century.

The prologue epitomizes the whole of the "Cavalcade of Texas." It is based upon conflict and is motivated by a real Texan's revelation in dramatic form to a visitor such scenes from Texas history that would stir the admiration of any visitor for the courage, strength, and endurance which our ancestors showed in a series of forty-five vigorous dramatic scenes.

The back water screen falls away for the first episode and reveals an Indian chief high on the hill in the back, sending forth his song of praise to the rising sun, while below the people do the Sun God worship dance.

Follow typical Indian love songs, as much in character and real as the tepees and tomahawks, with an obligato of langorous notes of flutes in the distance.

War drums mutter sullenly in the background as an Indian maid replies in song to the wooing of the chief. The drum beats rise and become an overtone of tragedy and doom; then they fade and the death chant is heard as warriors return bringing their dead.

An actual and authentic Comanche war dance follows, ending in a typical Indian funeral chant.

#### Songs of First White Men

The first white men ever to set foot on the land of the Tejas were Spaniards. They left their songs with the Indians, and it is in this episode that the score blends from the Indian into the Spanish influence.

Historians, musical as well as literal, found that the first whites in what is now Texas were fifteen survivors of the expedition of the conquistador, Panfilo Narvaez. He had set out in 1527 to conquer the New World for his king. As the drums still from the Indian episode and the scene shifts to the first Spanish occupation, Narvaez's band has dwindled to a handful from its original 400 which had been shipwrecked on Galveston Island.

The hapless fifteen are seized and enslaved by the Indians and the orchestra and chorus take up an old Spanish folk tune far antedating the first Spanish colonization. It is a song still sung in Spain, handed down from generation to generation, a lament and a prophecy of ill fortune. It was made available to the director of music by Dr. Spaeth.

It is here that the influence of the Catholic Church begins to mark the music as the score marches faithfully onward in its historical significance.

The "first fifteen" of the Spanish occupation have shrunk to four and have sifted into limbo.

Again the scene changes and the musical skein darkens. At the rear of the stage set lies a purple valley and in it a great concourse of Indians. A runner has brought word that three white gods have come out of the east, fulfilling legend. These men can cure the sick and mend the crippled, give the blind sight and the halt freedom.

These men are Cabeza de Vaca, Castillo and Dorantes, and the full orchestration augmented by the chorus swings into the historic Vision of Mother Agreda, a legend of a woman of Spain who made repeated miraculous visitations upon the Indians in New Spain, performing cures and benedictions.

This phase of the score is one of the most impressive and solemn of the full musical program. It marks the merging of the Spanish, and especially the religious motif, with the Indian melodies and cadences. It symbolizes the conversion of the Indian to the Christian faith.

#### French Theme With La Salle

Only when La Salle, the great French

chevalier, and his ships sail on the scene does the score sound its French note, and this is scarcely more than incidental. La Salle's expedition was tragic and fatal, and the heavy beat of a dirge, with a background of French folk music, mark this short phase in the colorful history of Texas.

As the Spanish national anthem is heard when the conquistadors reach the deep valley of the Tejas Indians, so is the Marseillaise struck up to mark the French expedition.

In this epoch the Fleur de Lis floats over the tepee of the Tejas, but soon the inevitable fate of the early cavaliers overtook La Salle. He falls under the murderous fire of his own men and the remnant of his band is taken by the Indians. Again the beat of tom-toms sounds the tenacity of the Red Man to maintain his racial fidelity, but it gives way again before the aggressive Spanish.

The Spanish captain, De Leon, troops in from Mexico. With him walk the priests, led by Father Manzanet and brother monks who have been guided by Mother Agreda's vision of the Red Man's needs.

The cavalcade meets Indians wearing the tatters of the earlier French cavaliers. The music here is a lament, a rendition of Spanish and French dirges attuned to the doom which had overtaken the first explorers.

One sole survivor of the French colonists who had come before rushes forward and guides De Leon to the fort abandoned by La Salle at old Fort St. Louis, and here the Indians come forward singing and chanting "Tejas!" (friends) and thus verifying to their satisfaction the vision which Mother Agreda saw.

The monks are in ecstasy. Te Deums are sung and the good fathers dedicate the ground to God and set about to erect the first Spanish mission, La Bahia Espiritu Santo.

Again the full chorus voices Latin hymns and the orchestra takes up the majestic cadences of the religious music of the men of the Cross.

The roll of kettle drums and the low undertone of the viol mark swift decay and delorous scene. The rise and fall of the first mission period in the land of the Tejas is sounded through the musical theme. There is the blended plaint of the Indian as well as the Spaniard and the Mexican in the orchestration.

Swiftly the score, as well as the drama, depict the steady gain of the French trade in Texas from Louisiana under St. Denis; the coming of the trade route over the old San Antonio road; the ravages of the Indians against the Spanish are caught up by the musical arrangement in a score in which is interwoven the songs and chants of that epoch. The missions of the padres have fallen into decay.

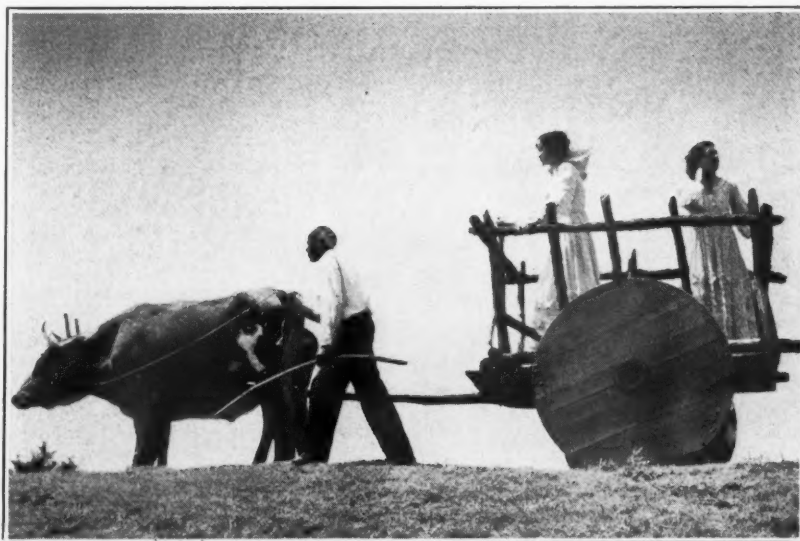
Now come the Americans, ahead of them Lafitte the pirate and his swash-buckling buccaneers, as they sail into Galveston Bay at Bolivar Point they are singing (in the persons of the chorus) an ancient sea chantey sung by the vandals of the sea since the days before Morgan and Kidd.

#### Coming of the Americans

With the coming of the Americans, climaxed by the entry of Austin's pioneer 300 colonists, the mood of the score lightens at first, with the homely songs of the frontiersmen as the principal motif. You begin, however, to hear "Will You Come to the Bower," done by fife and drum, as the Battle of San Jacinto approaches.

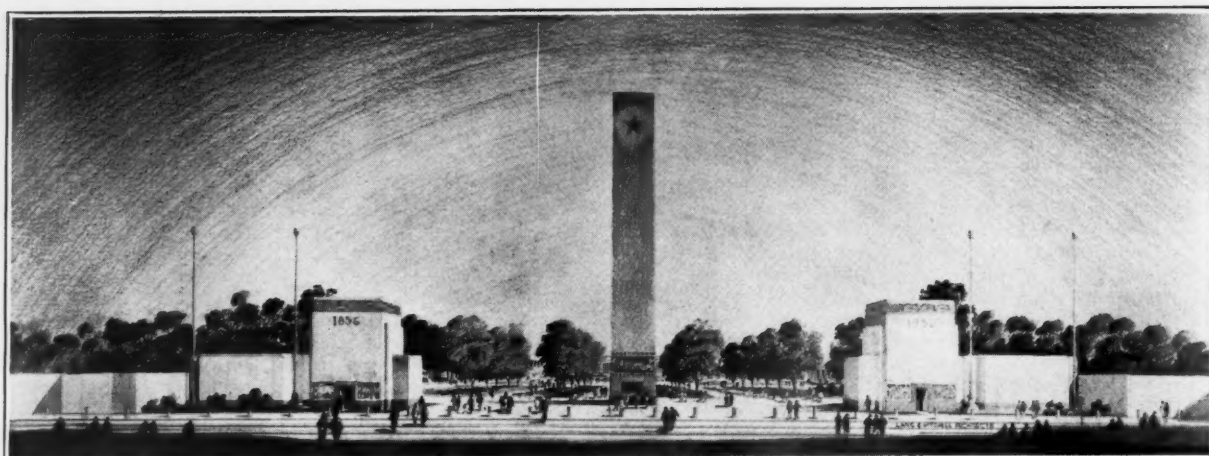
There is an increasing crescendo of the martial in the score in this episode. The drums and the flutes portend war. The rhythm takes up the pace of marching feet as hundreds of frontiersmen from the east come in to fly to the support of the Americans now set on wresting their colony from the Mexicans.

Continued on Page 30



Scene from "Cavalcade of Texas"





Centennial gates—ready to register 15,000,000 visitors.

## International Broadcast of Opening Day Ceremonies

**I**N ONE of the most pretentious international radio broadcasts ever devised, the presidents of Spain and France will join Vice-President John N. Garner and other dignitaries of the United States in officially opening the Centennial Exposition, June 6.

KRLD will originate the broadcast for Columbia Broadcasting System. Ted Husing, ace announcer for the Columbia Broadcasting System, will bring a staff of assistants to handle the broadcast.

The broadcast will last one hour. It will begin at 12 o'clock noon, Saturday, June 6, as the exposition's long opening-day parade reaches the Parry Avenue main entrance to the fair grounds.

### To Open Gates

Mr. Husing will take over the microphone at the speakers' stand in front of the entrance gates. He will briefly explain to radio listeners all over the world that the ceremony marks the opening of the Dallas exposition.

The 1,000-voice chorus of Booker T. Washington High School will then sing "The Eyes of Texas."

The United States Marine Band, which will be in Dallas, June 6-9, will then furnish a long rumble of massed drum effects ending in a crescendo.

Husing will then introduce Gov. James V. Allred of Texas, who will make a brief talk. The governor's closing sentence will be a general invitation for the world to attend the show.

The last sentence will be picked up on a special round-the-world broadcast and relayed across Europe, Asia, and back to Dallas. As the impulse returns to the entrance of the exposition twenty sec-

onds after Governor Allred pronounces it, the ribbons across the gate will be cut by its force.

### To Circle Globe

The impulse will flash from Fair Park to the coast of New Jersey, thence across the Atlantic through capitals of Europe and Asia on the oriental coast. Thence it will be relayed to the coast of California and back to Dallas. Each relay station will delay the impulse a few seconds to make the opening more impressive.

Opening of the entrance gate will be the signal for a fifteen-minute broadcast from scenic locations in the exposition.

The center of interest will then shift back to the Cotton Bowl, where the speakers' stand will occupy the center area. Thirty-nine minutes will then be left for the most colorful part of the program.

The "Pageant of Six Flags" will begin. Husing will explain the program, which will include direct broadcasts into the stadium from Paris, France; Madrid, Spain; Austin and Houston, and Alexandria, Va.

Husing will introduce President Manuel Azana of Spain, and the broadcast will switch to Madrid. After a three-minute talk by President Azana, the United States band will begin playing the Spanish national anthem and simultaneously twenty horsemen will dash into the stadium and run the Spanish flag up one of the six tall poles which will be erected there. During each act of the ceremony, Husing will explain the events for the benefit of radio listeners.

### LeBrun to Talk

President LeBrun of France will then take up the microphone in Paris, and the Marine band will play the "Marseillais" after his talk. Twenty horsemen will ride into the stadium and run the French flag up the second pole in line.

Frank Chapa of Governor Allred's staff will take up the microphone in Austin. He will represent Mexico and the Marine band will play the Mexican anthem.

From Houston, Gen. Andrew Jackson Houston, son of Gen. Sam Houston, will describe the scene of organization of the Republic of Texas at nearby Washington - On - the - Brazos. The band will then take charge of the scene, playing "Will You Come With Me to the Bower?" only music at the battle of San Jacinto. The Texas army fifer knew only that one piece.

At Alexandria, near Richmond, capital of the Confederacy, Dr. Bolling Lee, descendant of Gen. Robert E. Lee, will talk for the Confederate States of America. The band will strike up "Dixie."

Vice-President Garner of Uvalde, Texas, will then represent the United States in a talk. The band will burst forth with "The Star Spangled Banner," and "Texas, Our Texas."

the most impressive visible and audible

Husing will then sign off for one of programs ever arranged.

It will be the first time an exposition has ever been opened by radio.



A recent amendment to the constitution of the Republic of Mexico requires that employers must pay their workers for the seventh day of the week. The amendment is now in effect throughout Mexico and all employers, including the Government itself, are reported to be paying wages and salaries on the basis of seven days per week, including pay for the day of rest.



Dallas'  
Skyline

# DALLAS . . . The Centennial City Host to a Nation

**D**URING the next six months, Dallas expects to entertain ten to fifteen million visitors. To those who are making their first trip to Texas, Dallas takes this opportunity of presenting a few facts concerning its history, its growth, its many attractions as a residential city, its commercial position in the Southwest.

Dallas has had a growth and development outstanding even in a Nation of fast-growing cities. Its first settler was John Neely Bryan, in 1841, a native of Tennessee. In 1845, the settlement was named Dallas, in honor of George Mifflin Dallas, vice-president under Polk. It was incorporated as a town in 1856, and by 1871 had a population of about 5,000. The Federal census of 1930 gave Dallas a population of 309,658 for its metropolitan area. At the beginning of 1936 its population was 337,622.

The growth of Dallas is largely attributable to the many-sidedness of its commercial structure and to the continued development of its vast trading area. It is located in the heart of the fertile "black land belt" and the population within a one hundred-mile radius is approximately 2,000,000, with 4,750,000 within two hundred miles, and some 9,000,000 within three hundred miles. The Southwest, of which Dallas is the geographical center, has produced as high as six billion dollars' worth of new wealth in a single year, but its development is yet in its infancy. It is the most rapidly

On this and succeeding pages are presented a few brief facts concerning Dallas, its history, growth, and present commercial importance, for the convenience of Exposition visitors.

developing large area in America today, which bespeaks continued growth for its key cities.

Dallas is a delightful city to visit or in which to live. It has beautiful parks and residential districts, splendid educational facilities, numerous opportunities for recreation and amusement, and a healthful and invigorating climate, with mild winters that make outdoor sports possible throughout the year. The visitor is invariably impressed with the beauty and cleanliness of the city, the brightness of the sunshine, and the clarity of the atmosphere. The people of Dallas have a widespread reputation for friendliness, hospitality, and the manner in which the visitor or newcomer is received.

With four major hospitals and two large office buildings especially designed for doctors and dentists, Dallas is the chief medical center for the Southwest. The high rank of the medical and surgical specialists of Dallas, combined with its excellent hospital facilities, make Dallas the mecca for patients from all over

the entire Southwest and even beyond.

There are two art galleries in the city, two Little Theater groups, which have achieved national reputations, while Dallas retains its distinction as the amusement center of the Southwest by its consistent presentation of leading artists and lecturers. The Dallas Symphony Orchestra of eighty-five pieces presents a series of concerts each year in its season extending from November through April. Artists of national and international renown appear on its programs and once each year Texas artists are featured. The Civic Community Music Association each year brings to Dallas attractions of recognized merit.

The lighter side of life finds outlet in attractive night clubs, delightful cafes and restaurants, racing meets and athletic competition.

This is Dallas, your host in 1936, a city of which it has been said, "It blends the mellow charm, the gracious hospitality of the South with the quick and hearty welcome of the West."



Top—Aerial view of downtown Dallas.

Center — Magnolia Building with Adolphus Hotel and Baker Hotel in foreground.

Below — Love Field municipal airport.



## A Metropolitan City

After seeing John Neely Bryan's pioneer log cabin, which now stands on the Court House grounds, the visitor will find much of interest in touring Dallas. The Dallas skyline has been called "one of the most impressive in the world." In it rise some 140 buildings from five to twenty-nine stories. The skyscrapers of especial interest are those occupied by the oil companies, the home office of important life insurance companies, public utilities, banks and the hotels. The retail stores invite especial attention because of their spaciousness, beauty and progressive spirit. Some of the retail stores in Dallas are ranked among the finest in America. Dallas hotels represent an aggregate investment of \$30,000,000. In addition to the modern downtown hostelrys, there are a number of fine apartment hotels beautifully located a few minutes from the business district. The visitor will want to see the beautiful Cotton Exchange Building, the home of the world's largest inland cotton market, the beautiful new \$1,000,000 Y. M. C. A., the Dallas Athletic Club, and the magnificent Federal Reserve Bank.

Those of an engineering turn of mind will want to tour the Trinity River Levee Improvement District. This project recently completed moved the Trinity River, straightened it and confined it between levees, thus reclaiming some 10,000 acres in the heart of the city, and freed Dallas from flood dangers. The project required an aggregate expenditure of nearly \$25,000,000. A trip along the new Industrial Boulevard, which traverses the reclaimed area, gives an interesting view of this development as well as of the Dallas skyline.

The visitor will want to visit Love Field, the municipal airport, five miles north of the city. It is rated by the United States Department of Commerce as one of the five fields in the Nation, bearing an ATA designation. It covers 265 acres. Municipal and private investments in the field total \$1,500,000, and buildings include thirteen hangars and administrative structures. The air-minded visitor also will want to visit Hensley Field of 300 acres, twelve miles west of the city, which is under lease by the War Department and is being operated by it.

The Dallas Museum of Fine Arts maintained by the Dallas Art Association and the Highland Park Art Gallery, the many beautiful churches, the private and public schools, White Rock Lake, the Dallas Zoo, the fine residential areas, and the many beautiful country clubs and estates invite the visitor's time and attention.







Upper left, Federal Reserve Bank of Dallas; upper right, the financial district; center, Dallas Gas Company Building; bottom, Dallas Athletic Club.

## Commercial Center

Dallas is the financial center of the Southwest, with the Federal Reserve Bank for the 11th District located here, and ten National and State banks with a combined capital of approximately \$18,000,000. Bank deposits on March 4, 1936, were \$214,676,462, and resources \$242,623,238. Dallas bank clearings for 1935 were \$1,969,290,246, ranking seventeenth in the Nation, and debits to individual accounts \$2,161,880,000, ranking nineteenth in the Nation.

Dallas ranks fourth among the Nation's insurance centers. It has fifteen life and twenty-seven fire and casualty insurance companies maintaining home offices here, and in addition there are 250 agencies, representing most of the large companies of the world, operating in the city.

Dallas is growing more rapidly perhaps as an oil center than any other city in the Nation. More than sixty-five per cent of all the oil in the United States is produced within easy overnight travel by rail from Dallas. In Dallas are located more than 900 firms connected with the oil industry, including Southwestern headquarters for several of the larger oil companies, several refineries and two of the world's largest oil field supply houses. Dallas is the Nation's largest inland cotton market. It is also the leading distributing center for cottonseed products. Both cotton and cottonseed products are manufactured here in large quantities. Practically one half of the cotton crop of the Nation is produced within twelve hours' train ride from Dallas.

Dallas is the thirteenth city in the Nation in volume of wholesale business, and ranks fourth in the distribution of dry goods. The 1930 census of distribution showed \$700,000,000 wholesale business. There are more than 500 wholesale houses, employing approximately 5,000 salesmen. In the distribution of farm implements and machinery, Dallas ranks third in the Nation. Dallas is the Southwest's chief distributing center for the automotive industry.

With approximately 3,000 foreign corporations here, more National concerns maintain branch offices in Dallas than in all other Texas cities combined.

No city the size of Dallas offers a more complete or attractive retail market. The 1930 Federal Census of distribution showed Dallas with 3,445 retail stores, doing an annual business of \$178,927,224. It also showed Dallas ranking as the twenty-eighth largest retail market in the Nation in the volume of business, and that, of the ninety-three cities above 100,000 population, Dallas ranked fourteenth in per capita retail sales, exceeding any other Southern city.

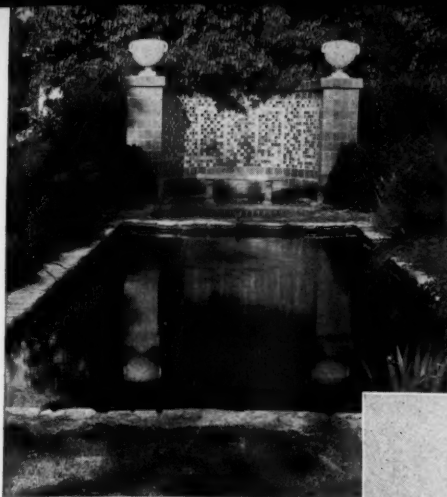


Top—Medical Arts Building; Municipal Building. Center—Cotton Exchange; Tower Petroleum; Y. M. C. A. Lower Right—Highland Park Town Hall.

## Architecture

The Spirit of Dallas is reflected in the architecture of its municipal buildings, business structures and homes, typical examples of which are shown on this and the adjoining page. Many of the buildings utilize brick and tile from the kilns of Texas, stone and marble from Texas quarries, and lime and cement furnished by one of Texas' leading industries. Dallas is the home of some of the country's outstanding architects, and some of the world's most famous designers have been called as consultants in planning Dallas structures. The climate and historical influences, as well as the artistic and cultural instances, have played an important part in making it a city of unusual beauty and charm.





Dallas  
Residential  
Scenes



## Dallas Facts

Eleven steam railroads, three electric interurban lines, twelve motor bus lines, and forty-one motor freight lines radiate out of Dallas. Dallas has exceptionally good highway facilities, being served by eleven State and five Federal highways. There are ten airplane passenger lines operating out of Dallas daily.

Dallas ranks twenty-seventh among the cities of the Nation in postal receipts, these for the last year totaling \$3,719,099. Southwestern headquarters for telegraph, telephone, and railway express companies are located at Dallas. In telegraph business Dallas ranks third in the Nation, including relay messages; and twelfth counting local business alone. Dallas is one of the eight regional telephone toll centers of the Nation. Dallas has 77,250 telephone connections, 75,250 electric light connections, 68,000 gas meters and, within the city limits alone, 63,000 water connections. In railway express business Dallas ranks first among American cities on a per capita basis and twelfth in total volume.

Dallas holds high rank as a manufacturing center, having in excess of 700 factories, normally employing around 15,000 workers and annually producing goods valued at approximately \$175,000,000. Some of its industries ship to all parts of the world. It is the world's largest manufacturer of cotton gins and cotton handling machinery, and holds similar rank in the manufacture of saddlery, harness and leather goods.

Dallas enjoys a mild and healthful climate. An almost constant movement of air, caused by breeze from the Gulf of Mexico, combined with low humidity, makes the climate as a whole, dry, pleasant and invigorating. Dallas' altitude is 512 feet; annual mean temperature, 65.6 degrees; average annual relative humidity at noon, fifty-two per cent; average annual precipitation over fifty-year period, 36.16 inches; days between killing frosts, 241.

The social impulses of Dallas find outlet in five country clubs; the Dallas Athletic Club, occupying its own \$1,500,000 building; the Dallas Woman's Club, occupying a beautiful home in Oak Lawn; the Columbian Club, overlooking White Rock Lake; the Petroleum Club, with its spacious quarters atop one of the leading downtown hotels; the Dallas Federation of Women's Clubs, with its splendid club rooms; and the many sportsmen's clubs in the Dallas area.





Club and Lake Scenes

## Recreation

Dallas has sixty parks, with an area of more than 4,400 acres, equipped with every modern facility for outdoor games. There are five country clubs, and fourteen golf courses over which many championship tournaments have been played. White Rock Lake and Lake Dallas lure fishermen and devotees of aquatic sports. Dallas theaters, many of them magnificent structures, offer the best in motion pictures, vaudeville, musical and stage productions. Night clubs and hotels feature the world's best dance orchestras. Whatever their tastes, visitors have no occasion to become bored in Dallas.



## Jacksonville Scene of National Tomato Show

The National Tomato Show and Festival, held at Jacksonville, May 31-June 3, serves a dual purpose this year. It is a part of National Tomato Week, May 31 to June 6, a movement to increase the consumption of tomatoes, and it is Jacksonville's contribution to the long list of celebrations and events that mark the Centennial year in Texas.

Following is an interesting history of the tomato, published in literature sent out advertising the show at Jacksonville:

Americans first ate tomatoes and found them wholesome food about 1834 after having grown this vegetable for more than half a century as an ornamental shrub known as the Love Apple.

History makes its first reference to tomatoes in Peru. As early as 1590 tomatoes, called *tomati* then, were sown among the maize by ancient Mexicans. However, first European references to "Mala Peruviana" and "Pomi del Peru" indicate that origin of the plants on the continent was from South America. Earliest record of tomatoes in England was in 1596 and as late as 1659 they were grown for ornaments. One historian makes reference to tomatoes being used in soups in England about 1752.

At the beginning of the nineteenth century tomatoes had assumed a place in Italian agriculture, especially in Sicily,

where they were grown extensively for shipment to Naples and Rome and there used in cookery.

Thomas Jefferson grew tomatoes in Virginia in 1781. Another report tells of introduction of this vegetable into Salem, Mass., in 1802 by an Italian painter but he found it difficult to break down the belief that tomatoes were poisonous.

A history of the Massachusetts Horticultural Society indicates that about 1844, tomatoes were acquiring popularity as a vegetable which seems to support an opinion voiced by the *Maine Farmer*, pioneer agriculture publication, "tomatoes are cultivated in gardens in Maine and are a useful article of diet and should be found on every man's table."

Actual developments of the tomato of today did not begin until about 1870, when A. W. Livingston, of Ohio, introduced an improved variety which, apparently, was the forerunner of a scientific and practical study which is improving tomatoes for its various demands, whether for shipment, home consumption, canning or other processing.

Tomatoes are rich in vitamins A, B, C and G.



Dixie Motor Coaches, Inc., is erecting a one-story building at 2747 Logan St., at a cost of \$25,000, to house its repair shops and offices. The building is 100 by 220 feet.

## 36 Years OF SUCCESS RELIEVING SUFFERING HUMANITY!

### SPANN'S WAY—NATURE'S WAY

Battle Creek Baths, Colonic Irrigation, Corrective Diets, Gland Activation, etc.

### WOMEN'S DISEASES

90% of your operations are needless. Ask for sensible, scientific and practical information.

### RECTAL TROUBLES

Painless treatment of Hemorrhoids (Piles) and other disorders without the use of knife. No loss of time. No scar tissue.

### RHEUMATISM—NEURITIS

Yields to our methods of treatment.

### CANCER

Simple and Speedy Treatment. No dangerous and agonizing Surgery, Radium or X-ray. Fourteen-year record of successful use on hundreds of cases. Come and investigate for yourself.

SPANN SANITARIUM Daily HEALTH Broadcasts—Station XEPN (590 Kilocycles) 9:00, 10:30 P. M. and 12:45 Midnight—Station XELO (1,110 Kilocycles) 9:15 and 11:00 P. M.

No matter what your trouble, no matter what you have been told, you owe it to yourself to visit Spann Sanitarium. We will give you FREE CONSULTATION; then tell you the kind of examination and treatment necessary in your particular case.

Let Us Help You "On the Road to Health"

## SPANN SANITARIUM

R. L. SPANN, M. D., M. E., Medical Director

4507 Gaston Avenue

Dallas, Texas

## Your Customers Will Like It



Convenience of business office location means a lot in these days of high speed business-getting. A business man's day is filled with so many things he must save time at every turn.

Your office in the Great National Life Building will conserve your time and that of your customer. Right in the heart of downtown Dallas, it is just a step to everything.

If you want an office now or expect to change your office in the future, inspect these offices. Besides the best location, you get modern, quiet, daylight offices that are a joy to work in.

See MR. MOTE

Building Manager

Room 213 Phone 2-7138



## Great National Life Building

1604-6 MAIN STREET



Loading sulphur for export at Galveston.

## Texas Leads the World in Production of Sulphur

**P**RIOR to 1903, the users of sulphur were largely dependent upon the sulphur mines of Sicily. Ore from these mines, containing about twenty-five per cent of sulphur, is heated in kilns to a temperature above the melting point of sulphur. The heat is derived from the combustion of the sulphur itself, so that from one third to one half of the total amount in the ore is used as fuel to melt the remainder. The molten sulphur flows away from the mineral impurities and is cast into slabs. This product is far from uniform in color and sulphur content and is assorted into various grades. The better grades are used by sulphur grinders and refiners, and the poorer grades, by sulphuric acid manufacturers.

For the past twenty-five years, practically all of the sulphur used in this country has come from mines located in Louisiana and Texas. Sulphur deposits, in these States, occur in the caprock overlying certain salt domes. To date nine such deposits have been found to contain enough sulphur to warrant mining operations. The sulphur is found at depths varying from 500 to 1,500 feet below the surface. As the formations above the sulphur consist of unconsolidated sediments, chiefly "gumbo," sand and clay, and because of the presence of hydrogen sulphide in the sulphur stratum, attempts to sink shafts to the sulphur failed.

### Frasch Method of Mining

In 1891 Herman Frasch secured his first patents on a method of mining sulphur from these deposits. It was not

until 1903, however, that his method became an assured commercial success. The Frasch process of mining melts the sulphur in place by pumping into the deposit, water heated under pressure to a temperature above the melting point of sulphur. The melted sulphur flows away from the gangue, and is pumped to the surface, where it is allowed to solidify in wooden bins. Sulphur almost chemically pure is secured by this means. At the present time there are four companies, with mines located in Texas and Louisiana, producing sulphur by the Frasch process. The properties referred to are the three deposits operated by the Texas Gulf Sulphur Company, at Gulf, Newgulf and Long Point, Texas; the three deposits, Bryan Mound and Hoskins Mound, Texas, and Grande Ecaille, Louisiana, operated by the Freeport Sulphur Company; the Palangana deposit, operated by the Duval Texas Sulphur Company; and the Jefferson Lake Oil Company deposit at Lake Peigneur, Louisiana. The original sulphur deposit at Sulphur Mine, Louisiana, became exhausted and operations ceased in 1924.

The Texas Gulf Sulphur Company is the largest producer of sulphur in the world. Its mines are located at Gulf, Madagorda County, Texas, about eighty miles southwest of Galveston, on the coast of the Gulf of Mexico; at Newgulf, Wharton County, forty miles north of Gulf; and at Long Point, thirty-five miles southwest of Houston.

Crystalline sulphur has a fairly definite melting point, around 240 degrees F. In order to supply sufficient heat for large-scale mining, enormous quantities

of water, heated under pressure to a temperature considerably above the melting point of sulphur, must be pumped into the sulphur formation. This quantity may vary from ten to fifty tons of water per ton of sulphur, depending on the nature of the sulphur deposit. A primary requisite for successful mining, therefore, is an efficient power plant to heat the water.

### Sulphur Well Piping

Underground well equipment consists of pipes of various sizes, placed concentrically, and extending from the surface of the ground into the sulphur deposit. A ten-inch or an eight-inch casing extends to and rests on top of the caprock. Inside this casing a pipe of smaller diameter passes below the lower end of the casing, through the sulphur-bearing stratum, and rests in the upper portion of the barren anhydrite. A still smaller pipe is placed inside of the second string, extending nearly to the bottom of the sulphur-bearing rock, and rests on a collar which seals the annular space on the outside of this pipe. Finally, a one-inch air pipe, inside of the three-inch line, extends to a depth slightly above the collar just mentioned.

In steaming a well, the hot water passes down the annular space, inside the six-inch pipe, and is discharged into the porous formation near the foot of the well, through perforations in that pipe. The region through which this water circulates is raised to a temperature above the melting point of sulphur. The liquid sulphur, being heavier than water, makes its way downward, forming a pool around the foot of the well, and after entering through the lower perforations rises in the three-inch pipe. Compressed air, released at the bottom of the central one-inch pipe, rises and mixes in the sulphur column, the weight of which is reduced by the aerification, thus producing an airlift that raises the liquid sulphur to the surface of the ground.

### Stored in Vats

Sulphur from the wells is collected at pumping stations. From these stations sulphur is delivered by pumps to the vats through well insulated pipe lines, each carrying internally a small pipe in which live steam is flowing for the purpose of keeping the sulphur well heated so that it will move freely with minimum friction. These lines discharge directly into the vats. They are so placed that each day's production is spread in an even layer over the entire surface of the vat. If this is carefully done the sulphur solidifies uniformly. If the liquid sulphur is introduced too rapidly, or if it is not properly distributed, pools or pockets of liquid sulphur will be covered by a crust forming as a consequence of temporary differences in the cooling rate, and remain enclosed in the solid sulphur. Owing to the exceptionally low heat conductivity of sulphur, such pockets may still be liquid at the end of a year or more and become a source of

Continued on Page 25





### Office Supply Company Remodels Building

In keeping with the trend toward the development of beautiful stores by Dallas merchants, and marking another milestone in the career of this progressive institution, the Stewart Office Supply Company has completely remodeled its store at 1521-23 Commerce Street. The above photograph of the new front is indicative of the results accomplished both inside and out of the store.

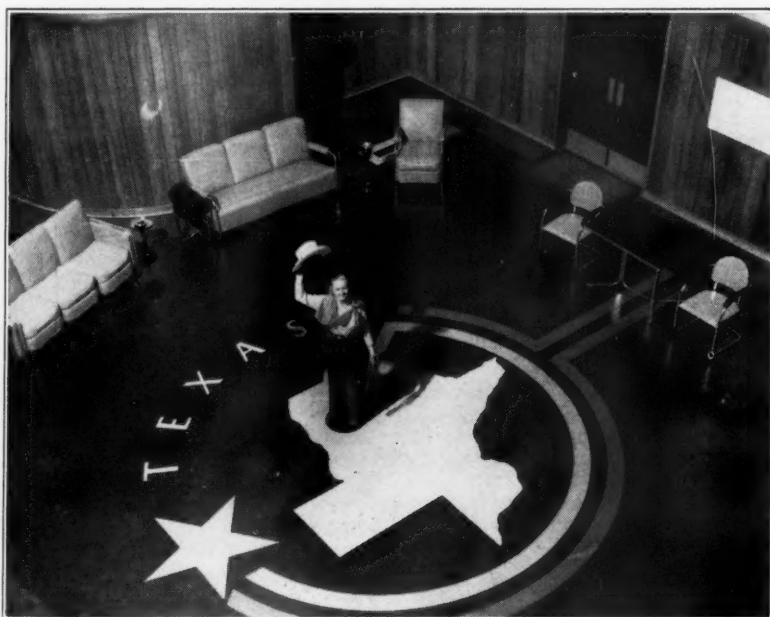
Changes inside the store are just as up-to-date as the modernistic trend of the front, bringing the entire establishment into keeping with the position this company occupies as one of the leading

stationers and office equipment houses of the Southwest.

On June 1, the company closed its branch at 104 S. Akard Street, combining the business of both stores, affording a more complete and comprehensive service to personal shoppers in office supplies, stationery, leather goods, greeting cards, etc. An extensive display of office furniture is made, from the most common place to the more modern development in fine office suites.

In addition to the store, the Stewart Building—in which the office supply company is located—has been extensively remodeled and redecorated, adding materially to the convenience and comfort of the tenants of the building.

### Lobby of Centennial Administration Building



View of the spacious, modernly furnished lobby of the Administration building, Texas Centennial Central Exposition. This entire lobby was furnished by the Anderson Furniture Company, Dallas, Texas.



**MOVIN'**  
-but just around the corner!-

On Monday, June first, the Akard Street Store will be moved and ready to serve you as usual—but it will be at 1521 Commerce St.

Yes, that is the address of Stewart's Main Store. We have merged the two because we believe we can better our service by concentrating our efforts.

We have remodeled and refurnished the store, inside and out and with the personnel of both places at your call we do not think you will be inconvenienced in the least.

New shipments of furniture and office equipment are at hand and we invite you to see one of the finest, and most modern, stores of its kind in the South.

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# Excise Tax on Foreign Oils Aids Southwestern States

By A. L. WARD

**T**HE Southwest has been helped more, in all probability, than any other one section of the United States by the excise tax on foreign oils which compete with Southwestern cottonseed oil, beef fat, peanut oil and soybean oil.

The excise was passed in 1934 as a result of strong protests from American fats and oils producers against the unfair competition of low-priced foreign oils. Among the many agricultural organizations on record as favoring an excise tax on foreign oils are: The American Cotton Co-operative Association; The American Farm Bureau Federation, The National Grange, The National Dairy Union, The Texas and Southwestern Cattle Raisers' Association, The Texas Cotton Ginners' Association and the Texas Cottonseed Crushers' Association.

## Many Benefits of Tax

Space does not permit a listing of the many benefits from the excise tax to American fats and oils producers. A brief prepared in January, 1936, however, placed direct benefits through higher prices of American fats and oils up to September 30, 1935, at \$294,000,000. Reliable estimates are that \$9 per ton has been added to the value of each of the 2,400,000 tons of cottonseed produced in Texas in 1934 and 1935 by the excise tax, or a total of nearly \$22,000,000.

Opponents of the excise tax make much of the fact that the Philippine Islands are an important market for American products. They fail to point out, however, that the United States, according to the Statistical Abstract, has spent during the last thirty-five years \$360,000,000 more for Philippine products than has been spent by Philippine buyers for American products.

In 1932 the value of United States imports from the Philippines was \$36,000,000 greater, in round numbers or seventy per cent, than the value of our sales to the Islands. Furthermore, ninety-two per cent of all Philippine exports that year were sold in the United States, but only 64.6 per cent of all Philippine imports came from this country.

Even more pertinent are figures on Philippine coconut oil sales in the United States before and after the passage of the excise tax of three cents a pound on Philippine oil (which is two cents a pound less than the tax paid by coconut oil coming from other countries).

The excise tax has not reduced consumption of coconut oil in this country. In fact, United States consumption of coconut oil in 1935, the first full year

after passage of the tax, was 582,097,000 pounds, an increase of 32,582,000 pounds, almost six per cent over the 549,515,000 pounds used in 1932. Compared with 1933, the last full year before the tax, 1935 consumption showed a decrease of only three tenths of one per cent.

## Has Increased Prices

These are volume figures; the value of the coconut oil used in 1935 was considerably greater than in the preceding years, as indicated by the fact that the average price of coconut oil at New York during 1935 was four and one-third cents per pound, against two and two-thirds cents, the average price for the five months just prior to enactment of the excise tax.

Careful analysis of Department of Commerce figures reveals that the excise tax has not appreciably reduced Philippine sales of coconut oil in this country, but has given the Islands a preferential market of two cents a pound over other foreign producers of coconut oil, and a higher priced market than was available before the excise tax.

On the other hand, the excise tax has increased the value of American fats and oils and added millions of dollars to the incomes of American farmers. It has in no way been a prohibitive tax on foreign oils, but has caused them to be marketed in this country at a price nearer the cost of producing American fats and oils.

The retention of this excise tax is of vital importance to American farmers and ranchmen, and particularly to the Southwest, which produces a larger proportion of the fats and oils essential to this Nation's health and to its security in time of war.

## Sulphur

Continued from Page 22

annoyance and danger when the sulphur is broken down for shipment.

When the sulphur has solidified and become thoroughly dry, it is blasted from the surface of the vat as required for shipment. Locomotive cranes equipped with two-yard clamshell buckets, load the sulphur into railroad cars. Sulphur is loaded at the vats, directly into box cars for all-rail movement. Sulphur for movement to the loading piers at Galveston is ordinarily loaded into gondolas. For water shipment, it may be unloaded, for storage, at the docks, or it may be transferred directly to the ship from the railroad cars.

## Congratulations DALLAS!

BECAUSE ● You are in the national spotlight . . . Your \$25,000,000.00 World's Fair is opening . . . your remarkable stride in business recovery places Dallas at the head of fifty important cities . . . your distribution of merchandise in the wholesale and retail fields has shown tremendous increase, and many other accomplishments too many to mention here.

We are glad to have a part in your distribution from your prosperous section. Our Dallas office is maintained for your convenience, where your inquiries will receive prompt and courteous attention.

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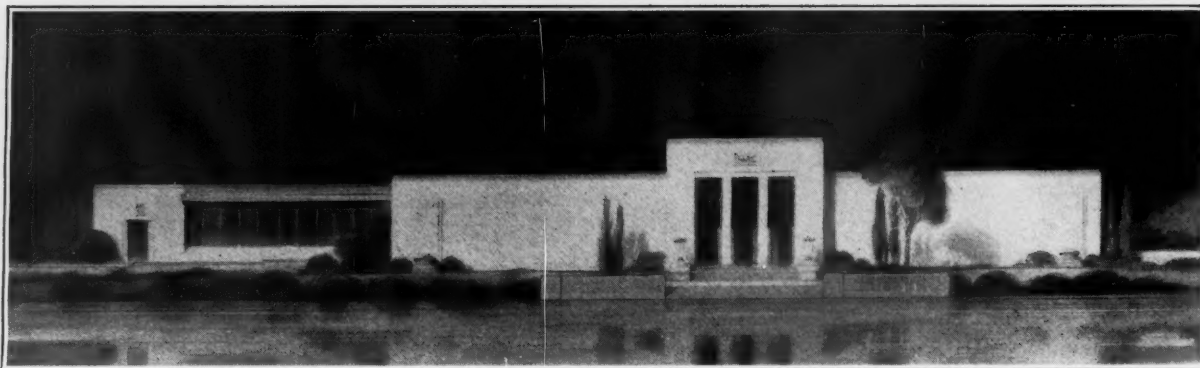
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Hall of Fine Arts, one of the buildings erected by the City of Dallas in the Centennial Cultural Center.

## Handsome Structure Houses Exposition's Art Exhibit

**B**UILT to house the finest art exhibit in the Southwest, the Hall of Fine Arts is an outstanding show place at the Texas Centennial Exposition. In intrinsic valuation, exhibits in this building will be worth many millions of dollars: in educational and inspirational value, their worth is inestimable. A setting worthy of the museum shown within is supplied in this building of Cordova cream limestone, combined with red granite. The classic modern style, with touches of the Southwest, is well developed in the architecture, and in the native materials used in the construction.

Costing \$400,000, this is the largest of the buildings composing the Cultural Center. It is located between the Hall of Natural History and the Band Shell, facing directly on the lagoon. The building proper is 240 feet long and 146 feet deep, with many windows, of the bronze projected type, overlooking the gardens and terraces which surround it.

The base of the building is of red granite, the same as that used in the construction of the State Capitol building at Austin. The walls are faced with limestone, topped with a coping of Cordova cream stone upon which are carved the names of noted artists. Set into the top of the window casements are stone blocks with the same decorative treatment.

The main entrance to the building is through large double doors made of glass with an ornate, historical grille work of bronze and aluminum.

### Historical Murals on Walls

The lobbies reached through these doors are elaborately decorated, and have a strong accent of the Southwest. The floors are of Roman travertine marble and the walls a combination of shell stone and marble.

Upon entering the south lobby, the visitor sees a large historic mural depicting the romance of the early days in the settlement of Texas.

In the decorative scheme of the lounge, which is forty-three feet long and twenty-one feet wide, the Southwestern note is strongly accented. The walls are of a rough plaster with an adobe-like finish. The modern origin of the cork floor is concealed, to make it harmonize with the general finish of the room. The ceiling is supported with heavy, stained beams of wood.

Opening off the lounge is the east terrace. It is paved with flagstones, set in a wide border of limestone blocks. This terrace is thirteen feet wide and forty-two feet long, running the full width of the sunken garden which is entered across the terrace.

The garden is ninety feet in length, with cool, shaded paths, bordered with flowers, crossing the lawns. The garden is centered around a large pool, filled with aquatic plants and decorative fish, and is cooled by a tall fountain spray.

The first floor of the museum proper houses the major portion of the exhibits in the Hall of Fine Arts. In this part of the building are located: the auditorium, the sculpture court, lounge, director's suite, and seven galleries. These galleries alone occupy more than 10,000 square feet of floor space.

### Auditorium Seats 300

The auditorium has a seating capacity of 300 people. The stage here is fully equipped as a lecture platform, with lighting effects, a projection booth with a screen for use in showing motion pictures.

There are two larger galleries each fifty feet long and thirty feet wide. Five galleries, ranging in size from twenty-

five feet square to twenty-one by forty-three feet. In addition to these galleries, there is a specially constructed print gallery. This gallery will have division walls set at convenient intervals for the proper showing of prints.

The exhibitions in these galleries will be made up of an interesting combination of the works of contemporary artists with those of the old masters.

The ground floor of this part of the building is well equipped to service the remainder of the building. It has a large foyer from which access is gained to the boiler room, fan rooms, carpenter shop, toilet rooms, superintendent's room, a room used by the curator, ladies' powder room, and storage rooms.

These storage rooms are specially equipped for taking care of collections which are not being shown. The pictures are hung on easily movable racks, which makes all pictures accessible at any time.

### School and Library

The east wing of the Hall of Fine Arts is arranged for use as an art school. This wing has many large windows, allowing for the entrance of natural light which is needed for the work done there. On one side the windows overlook the sunken garden. Here is located the library, which will contain more than 3,000 books on subjects allied to the special uses of this building.

The library has a large study for the use of the librarian in charge. It is equipped with cork floors, as is found in most large libraries.

Conveniently located near the library is the office for use by the director of the art school. All supplies needed by the artists can be purchased at the art store which is located in the wing housing the school.

The school proper is made up of two large studios, each twenty-one feet by twenty-seven feet in size. The studios are well lighted by natural light, and have adjoining dressing rooms for the models.

The ground floor space in this wing of the Hall of Fine Arts is taken up with toilet rooms, locker rooms, and three large studios.

So located that it can be used from any part of the building is a kitchen.

This kitchen would delight the heart of any housewife. It is equipped with all the latest electric devices which make the quick preparation of lunch or tea, not only a possibility, but a pleasure.

#### Building Air Conditioned

Every arrangement has been made in the Hall of Fine Arts to give the exhibits the best possible showing, and to care for the pleasure and comfort of the visitor to the Texas Centennial. The building is fully air conditioned with a system of iced air and forced drafts.

The lighting is, in the main, an arrangement of concealed lights, except where metal and glass fixtures are used to carry out the decorative scheme.

The galleries are floored with linoleum and have walls of ply board, covered with fabric. This provides a neutral background, which is desired for the best display of paintings and prints. The print gallery is lighted by natural lighting. All other gallery space is lighted by concealed lighting.

#### Theme of Show

The general theme of the exhibit is the presentation of a survey of the history of Western art. The Southwest has never before had a show of this nature; in fact, it has seldom been done in any exhibitions held in the United States. The groupings are so arranged and the individual pieces selected as to be of equal interest to the artist, the connoisseur, and those with merely a general interest in the fine arts.

A special showing is arranged to portray the development of artists in the Southwest and to stimulate local interest in this group.

The exhibition will carry back from this idea through American art, sculpture, European art, the old masters of the eighteenth, nineteenth and twentieth

centuries to the primitives of earlier periods.

There will be a varied group of prints of the old masters, with fine examples of American etching, lithographing and wood cuts.

The catalog of this show is arranged by the director of the museum. In it he presents a simple discussion of ideas in art, with a few paragraphs telling of each division of art as arranged in the museum.

A series of lectures on the exhibits will be delivered by authorities on each phase of work shown.

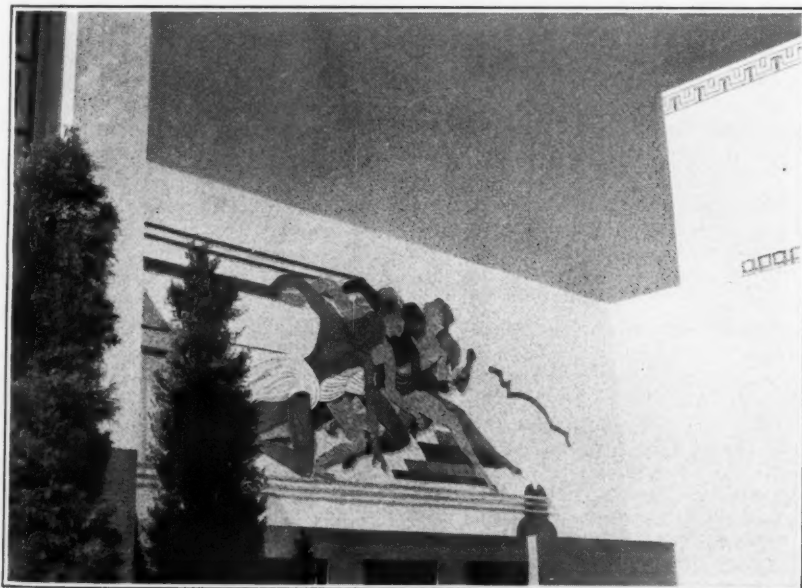


### Huge Purchases in 1935 Made by Oil Industry

Reports of the United States Bureau of the Census covering ninety per cent of the gasoline pump manufacturing industry show that the petroleum industry in 1935 purchased 64,547 power and hand-operated units. Total value of shipments is estimated at \$11,189,695, an increase of 113 per cent over 1934. In the previous record year, 1932, some 62,264 gasoline pumps with a total value of \$8,400,470 were purchased.

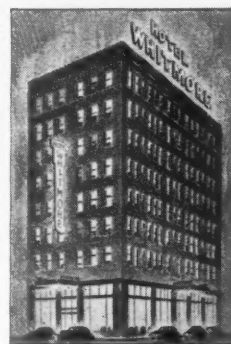
The petroleum industry purchased also 92,113 pumping outfits of various types for handling lubricating oil, kerosene, grease, etc., the shipments having a total value of \$1,119,167.

Of the gasoline pumps purchased in 1935 some 57,206 were power-operated, and 7,341 were hand-operated. Of the pumps of other types, 82,954 were hand-operated, and 9,159 were power-operated. In 1932 nearly one-half the gasoline pumps purchased were hand-operated.



Mural above entrance to Varied Industries Building, one of the hundreds of similar decorative designs that adorn the walls of Centennial structures.

## Dallas' Newest!



## HOTEL WHITMORE

Conveniently located in the heart of downtown Dallas, Hotel Whitmore offers the ideal accommodation for out-of-town business men or Centennial visitors. Street-cars to Centennial Grounds pass the door. Tub and shower, and ceiling fans in each room. Entire lobby, coffee shop, barber shop and mezzanine lounge air-conditioned for summer comfort.

*Across the Street from the  
Chamber of Commerce*

★ B. F. WHITAKER  
Owner

★ CURTIS F. REACH  
Manager

## HOTEL WHITMORE

DALLAS

# The House of Schoellkopf---Since 1869

In the middle and late sixties of the last century herds of Buffalo roamed the State of Texas, and hunting this now almost extinct animal was not only a great sport, but actually a business. Buffalo meat was a dependable source of food supply and Buffalo hides were much in vogue with folk in the snow country for sleigh robes. In quest of Buffalo hides for sleigh robes, soon after the close of the War between the States, G. H. Schoellkopf, in the vigor of his early manhood, came to Texas to represent a firm of robe makers in Buffalo, New York. The young man established himself in Indianola, then a trading point on the Gulf of Mexico, across the bay from the present city of Port Lavaca, but later destroyed by storm never to be rebuilt, and began buying Buffalo hides in South and Southwest Texas and, later, bought wool in this same section and in the Republic of Mexico.

In that early day the prevailing mode of transportation was very primitive. Not only were there no railroads, but in many parts of the country no established wagon roads, and travel was rendered more hazardous by the depredations of hostile Indians on the frontier. But young Schoellkopf was a man of great stamina and determination, and he traveled the territory, bought hides and wool, and surmounted the difficulties to land them safely at Indianola to be dispatched to the markets of the world.

In traveling over the undeveloped expanses of Texas, the young hide and wool buyer arrived at the conviction that very rapidly Texas must be settled up, railroads built, and that in every way the State inevitably would grow into one of the richest and most progressive commonwealths in America. He also was impressed with the need for a saddlery and harness house in Texas to supply the needs of ranch hands as well as the hordes of new farmers who were pouring into Texas every year to establish homes.

Dallas, founded years previous, about this time was gaining prominence as a trading post for the most populous parts of North, East and Central Texas, and it was to Dallas that G. H. Schoellkopf came in 1869 to establish a harness and saddlery house. Whether he realized it at that time or not, in opening the small place near the court house square in Dallas fifty-five years ago, he laid the foundation for the largest harness and saddlery house in the world, for such the House of Schoellkopf has been considered now for more than a decade.

The business which is world-wide in its scope, and which, in addition to harness, saddles and leather goods, also has encompassed the fields of Shoe Findings and Accessories and Automobile Tops, Upholstering Materials and Accessories. The business is now being carried on in keeping with his ideals by his sons, J. Fred and Hugo Schoellkopf, both vice-presidents, and by his son-in-law, G. O. Moore, secretary-treasurer, who has been with the house for a number of years.

The original Schoellkopf Company was housed in a very small frame building, long since destroyed to give way to a superstructure of a modern metropolis.

The second home of The Schoellkopf Company was occupied in the early seventies. This building was located on Elm Street, near Griffin, on a site now occupied by a modern twelve-story office building, known as the Texas & Pacific Building, and owned by the United Fidelity Life Insurance Company.

The business enjoyed a healthy and continuous growth from the very start, and by 1880 Mr. Schoellkopf built what was then one of the most modern business buildings in Dallas—a three-story structure of native stone, with a brick front. This building was located on Main Street, across from the American Exchange National Bank Building, and almost opposite the new Republic National Bank Building.

But as commodious and modern as was the structure in the "Million Dollar" location below Akard on Main, the business soon found itself cramped and consequently a new location and a larger building became necessary. The company then located on Commerce Street, just east of Lamar. Here the Schoellkopf Company was located until 1904 when the big, modern building now occupied at Jackson and Lamar was completed, and the Schoellkopf Company at last had found a permanent home. Since that time the building has been enlarged several times, but, when it was conceived, it was planned so that a program of enlargement could be carried out in keeping with the growth of the business.

All the old Schoellkopf buildings have fallen before the scythe of progress, because in the fifty-five years that the house has been established, Dallas has grown from a sprawling village on the banks of the Trinity to a teeming metropolis of 331,224 souls; from a frontier trading post to the market center of Southwestern States and Latin American countries; from a hamlet of clapboard construction to a city that, according to Collier's Weekly, "has the most imposing skyline in the world, save New York."

The present home of the Schoellkopf Company in every way is in keeping with progressive Dallas, being of the most modern construction from basement to roof, and in every way a credit to the famous Dallas skyline. The interior arrangement is such as to facilitate the transaction of business. The portion of the building given over to manufacturing is so arranged as to make it truly a daylight factory. In this factory the world-famous Jumbo Saddles, Harness and Collars are made. Another department is given over to the Top and Upholstering Department, and still another part to Shoe Findings Department. Conveniently located are special display departments for the comfort and convenience of merchants who personally visit the house to buy. It is a far cry from the "hole in the wall" shop to the largest factory of its kind in the world, yet that distance has been attained during the business life of one man—G. H. Schoellkopf, the founder. This record can be attributed to one outstanding thing—the establishment and rigid maintenance of a high standard of quality. Buyers of Jumbo Brand products many years ago learned that they could buy these products with absolute confidence, with the assurance that they would get full value for every dollar invested.



# Dallas to Entertain Important National Conventions in June

June, which ushers in the Texas Centennial Central Exposition, to be opened by President Roosevelt, brings also a large number of conventions, several of National scope and importance. From a convention standpoint it would appear that June and October would be the two most active months of the year.

Among conventions recently added for 1936 is the American Mutual Alliance, comprising mutual life, mutual casualty and mutual automotive insurance organizations which will meet here in November, upon invitation by Homer R. Mitchell, past president of one of the groups.

Largest of the 1937 conventions recently announced for Dallas is the East Texas Chamber of Commerce, which will meet here next April with some 10,000 in attendance. Fred F. Florence extended at the Houston convention the invitation to meet in Dallas, and J. Howard Hayden was general chairman of the special train which the Chamber of Commerce sent to Houston.

Among other 1937 conventions recently announced for Dallas are: State Baptist Sunday School Association, April, 7,000; Seventh District, comprising eight States, B'nai B'rith, April; North Texas Biological Society, April; Texas Council of Jewish Women, March; Southern Intercollegiate Mathematical Association, May; Civitan International Southwest District, May; North Texas Division Texas State Teachers' Association, March 12-13, 1937, attendance 2,500, Jack Ryan, McKinney, chairman.

## June Convention List

Association of Operative Millers (National), June 1-5.

American Association of Cereal Chemists, June 2-5.

Daughters of the Republic of Texas, June 3-6.

North Texas Philco Dealers, June 4.

Texas Association of Osteopathic Physicians and Surgeons, June 4-6.

TEXAS CENTENNIAL CENTRAL EXPOSITION, June 6-November 29.

Centennial Baby Chick Show, June 6-26.

Young People's Assembly, North Texas Conference, M. E. Church, South, June 8-13.

Tri-State Music Festival, June 10-13.  
State Baptist Executive Board, June 11.

State School Children Massed Vocal Chorus, June 13.

Texas Press Association, June 13.

Pi Omricon Sorority (Texas), June 13-14.

Texas Circulation Managers' Association, June 14-15.

National Folk Festival at Centennial, June 14-21.

Dixie Distributors Inc. (National) June 15-16.

Texas Pastors' School at S. M. U., June 15-26.

International Circulation Managers Association, June 16-18.

Salvation Army Officers Summer School, June 16-25.

American Society of Mechanical Engineers, June 17-20.

North Texas Section A. S. M. E., June 17-20.

University of World Travel Teachers Tour, June 18.

State Emancipation Day Colored Children's Chorus, June 19.

National W. C. T. U. Convention Centennial Visit, June 20.

State Federation of Theosophists, June 20-21.

Fidelity Union Life Agents' Convention, June 21-22.

National Association of Retail Grocers, June 21-25.

National Retailer-Owned Grocers, Inc., June 21-25.

National Food Brokers' Association, June 21-25.

National American Wholesale Grocers' Conference, June 21-25.

Texas Women's Public Links Golf Association, June 21-26.

Optimist Clubs International Convention, Centennial Visit, June 22.

Gainesville Circus, June 25-27.

National A. A. U. Volley Ball Tournament, June 25-27.

National Delta Beta Sigma Sorority, June 25-27.

Southern Seedmen's Association, June 25-27.

Chester County Reunion, June 28.

American Seed Trade Association, June 29-July 1.

Texas Automotive Maintenance Association, June.

Churchmen's Vacation Conference (Episcopal), June.

Firestone Tire & Rubber Co., June.

## Hospitality House

Hospitality House is the name that has been given to the building erected at the Texas Centennial Exposition by the Continental Oil Company for its Conoco Travel Bureau. This Bureau, America's largest free-travel service organization, was established early in 1930. From that date to January, 1936, it planned trips for more than 1,000,000 groups of motorists. This year it will serve approximately 400,000 groups who will travel one billion four hundred million miles. The Bureau operates twelve months of the year and employs more than 250 people at the peak of the summer season.



## Chicken dinner to starboard!



"Here comes a rooster, floating by on a chicken coop! The repairman is rowin' out to catch him... we'll have chicken stew for supper!"

In the flood-swept little river town, only the telephone operators remained, keeping the lines open for levee workers fighting the angry torrent. And at sundown, by long distance, the marooned office reported all well... and a chicken dinner in sight!

Good times and bad, it takes *people* to give you telephone service... men and women with the ability to do a good job in fair weather, and the courage to stay at their posts when emergencies threaten.

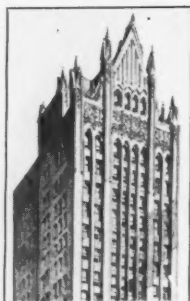
The entire specialized organization of the telephone system... this company, the expert staff of American Telephone & Telegraph Company, Bell Laboratories, Western Electric—exists for one purpose only:

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## Cavalcade

Continued from Page 13

The tempo rises to the double-quick and scales a thunderous fortissimo as the massacre of the Alamo and the slaughter of Goliad are portrayed on the stage. And the trumpets shrill in wild triumph as Santa Ana is shown surrendering his sword and his province to grizzled Sam Houston on the soggy field at San Jacinto.

The famous candle light dance enjoyed on the field the night after one of the decisive military battles of the world is reproduced by the orchestra in a special arrangement or medley of the fighting and drinking songs of that campaign.

The pace is set thereafter orchestrally and through the chorus to time the swift march of time toward the Americanization of this New World. The culture of the American woodsmen has supplanted the older music of the Europeans. Henceforth one hears the breakdown, the jig, chattering from the reeds, the strings and brasses.

The first wail of the cowboy ballads greets the ear and Negro spirituals enter the tonal picture. Gradually this flows into stirring songs and marches of patriotism as Texas secedes from the Union. There is an undertone of "Dixie" and "The Girl I Left Behind Me" and that type of song to mark the period.

As milestones along the way to the Gay Nineties one hears "Hail, Columbia," "Oh, Sussanah," "Coming Through the Rye" and "Old Chisolm Trail" of the days of the open range and the endless cattle trails.

Texas has come through a hundred years of development, through four hundred, indeed, of change and western civilization and "The Eyes of Texas" is sounding from orchestra and ensemble as the score closes. In the distance on the Midway the Carousels are twanging away a new tune of a new age, "The Music Goes 'Round and Around." It has gone around 400 years in the score of "Cavalcade of Texas."



Freight traffic on the railroads of the United States was greater in 1935 than in any year since 1931, according to the Association of American Railroads.

Complete reports for the year showed that 31,518,372 cars were loaded with revenue freight in 1935. This was an increase of 672,412 cars or 2.2 per cent above the number loaded in 1934, and an increase of 2,298,320 cars or 7.9 per cent above 1933. It also was an increase of 3,338,420 cars or 11.8 per cent above 1932, but a reduction of 5,632,877 cars or 15.2 per cent under 1931.



Final passage of the soldier bonus bill will release more than \$6,000,000 in Dallas County and \$30,000,000 in 125 counties in the immediate Dallas district—Northeast Texas, according to estimates of bonus advocates.

## Nation's Foreign Trade Continues to Increase

Recently assembled data of the United States Department of Commerce show continued increase in the country's foreign trade. For the first two months of the year, total exports were \$379,800,000 as against \$339,200,000 for the first two months of the preceding year and \$304,000,000 for the first two months of 1932. General imports showed a similar increase. The figure for the first two months of the year was \$380,200,000 as against \$319,300,000 for the first two months of 1935 and \$226,500,000 for the same period of 1932, the year in which the low point in foreign trade was reached.

The increase in imports has been slightly greater than that in exports. In exports, the first two months of 1936 were twelve per cent above 1935, and twenty-five per cent above 1932, but forty-one per cent below 1929. In imports the first two months of 1936 were nineteen per cent above the corresponding period of the preceding year, forty-three per cent above this period in 1932 and fifty-one per cent of the first two months of 1929.

### Increases in Texas Commodities

Most of the Texas export commodities are in the list of those that have contributed to the general increase. In the first two months American exports of cotton amounted to 1,040,000 bales, as against 930,000 bales for the same period of the preceding year. However, cotton exports still make a poor showing as compared with as recent a year as 1932, when the January-February exports were twice as great as during the first two months of this year.

Exports of crude petroleum during the first two months was twenty-six per cent above exports of the corresponding period of 1935, eighty-eight per cent above 1932 and even seventy-nine per cent above 1929. Increased movement to Italy from this country was a contributing factor, however, that cannot be considered permanent. Other National exports that have shown heavy increases include wheat and flour, cottonseed oil and cake and rice.

## Harris Named President Life Insurance Company

Henry Camp Harris has been elected president of the Guaranty Old Line Life Insurance Company of Dallas, succeeding the late J. C. Everett. In addition to his duties as president, Mr. Harris will direct an agency expansion program for the company. He has been president of the Texas Association of Life Underwriters twice, a director of the Chamber of Commerce, chairman of the finance committee for the building of Lake Dallas and was an organizer of the Salesmanship Club.

Buckner Orphans' Home is planning to erect a new dormitory and grammar school at an estimated cost of \$250,000.

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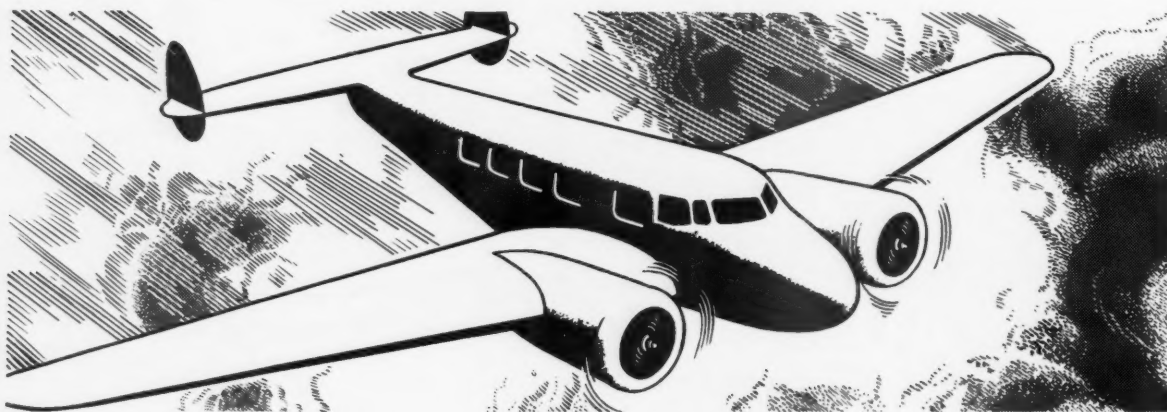
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## "House of Magic" Big Centennial Feature

The startling and entertaining demonstration of the General Electric exhibit known as the "House of Magic" has been brought to the Texas Centennial Exposition by W. O. Kyte of the G-E research laboratory in Schenectady. The demonstrations take place daily in a special air-conditioned auditorium seating 250 which will be a part of the General Electric's exhibit.

The stroboscope, with its "motionless motion," the sodium vapor lamp, audible light and visible sound, ultra-violet radiations, the mysteries of high frequency as shown by artificial fever machine and the inductotherm, and the versatile phototube, or "electric eye," are part of the presentation which brings before the audience the latest advances of the electrical art.

A high-frequency set in the form of the fever machine, which resembles a miniature broadcasting station, is used to show how the effects of artificial fever are utilized in the treatment of disease. Plain glass tubes, with gases sealed inside, light up when brought into the field of the radiations, and the demonstrator "wipes" the light from them with a sweep of the hand. An incandescent lamp, held in the demonstrator's hand but connected to no current supply, is lighted when brought into the high-frequency field.

The stroboscope presents one of the most fascinating but indescribable of the demonstrations. It consists of a long

dark cylinder containing a neon lamp, going on and off sixty times a second. When it is on it remains so for only one ten-millionths of a second. A disk is rotated by a motor at high speed so that figures painted on its face are blurred in ordinary light. But in the light of the stroboscope they may be studied as if they were standing still. The stroboscope demonstrates how rotating machines are studied for defects while traveling at tremendous rates of speed.

How phototubes and thyatron tubes are combined to regulate illumination, or do a hundred other tasks of a domestic or an industrial nature, is also shown.

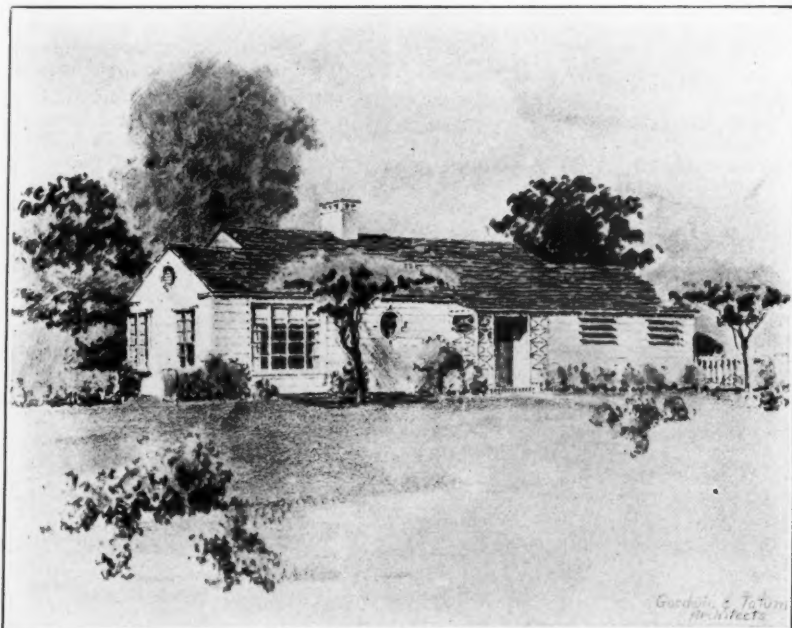


## Well Known Trademark

All over the Southwest the trademark "Atlas" on tanks, culverts and other metal products carries the fame of Dallas manufacturing. These metal products are made in the large and modern Atlas Metal Works Plant on the Eagle Ford Road, west of Dallas.

L. A. Stimmmons is president of this company; Boude Storey is the manager, secretary-treasurer, and Millard Storey is the assistant secretary and superintendent. For years the Atlas Metal Works has manufactured high quality tanks, culverts, metal buildings, trash cans, grain bins, incinerators and scores of quality metal products for the farms, ranches and business concerns of the Southwest. The Atlas trademark has become famous all over the Dallas territory.

## Model Home at Texas Centennial



Above is the architects' drawing of the model home erected on the Texas Centennial grounds by the Southern Pine Association. Built entirely of lumber, it embodies many new features that are expected to interest visitors. Goodwin & Tatum, of Dallas, were the architects.

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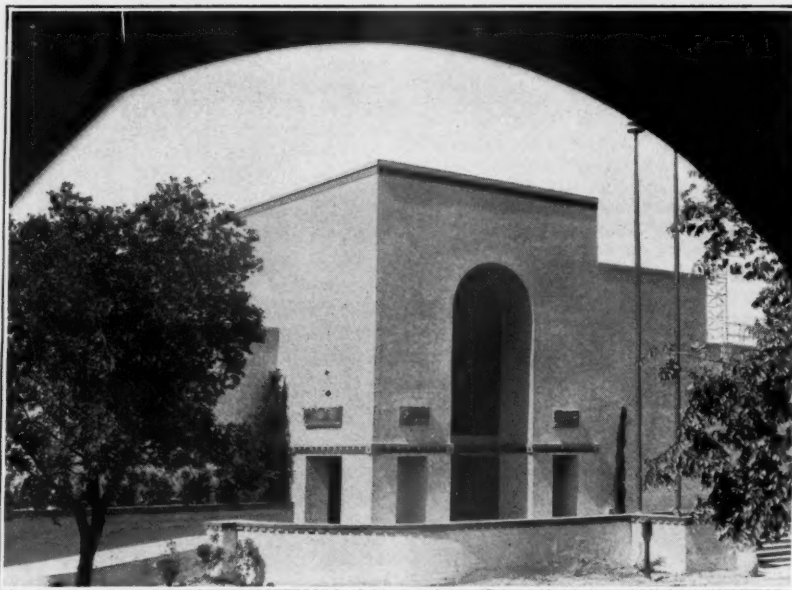
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Hall of Foods and Beverages at Texas Centennial Exposition.

# Lighting Spectacle Features Centennial Night Opening

**A** STUPENDOUS flash of light, color and noise, sweeping over the grounds in an ever increasing volume, will engulf Texas Centennial Exposition crowds on the opening night, June 6.

The night opening will be the most spectacular event of the first day, climaxing formal ceremonies in the daytime. Illumination will spread over the exposition like a prairie fire fanned by the wind as the floodlights turn on from building to building, and the streets blaze into streaks of brightness. To the accompaniment of booming fireworks, the zoom of airplanes overhead and band and radio music all over the grounds, the climax will be reached in an awesome crescendo of light, color, noise and music.

### 12,000,000 Watts

When spectators have recovered from their bewilderment over the seeming miracle being performed before their eyes, they will find the exposition grounds and buildings illuminated by more than 12,000,000 watts of power, transforming them into glowing forms and patterns.

Army officers are planning the participation of antiaircraft artillery and air corps units on opening day and night. It has been decided to stage an exhibit attack and defense by air over the ex-

position at night between the Twentieth Pursuit Group from Barksdale Field, Louisiana, and the Sixty-Ninth Coast Artillery Corps from Fort Crockett, Galveston. The attack will be described through the public address system and broadcast over a Nation-wide network.

Lieut. Col. Richard Donovan will bring his coast artillery to Dallas June 5 with two three-inch guns, four .50-caliber machine guns and trucks and four sound locators and searchlights, with a personnel of 250 men. The pursuit group, commanded by Major R. W. Douglass, Jr., operations officer, will send one squadron each of observation and pursuit ships. The army units will participate in opening day events as well as in the night attack.

### Light for 100,000

The antiaircraft searchlights are of 800,000,000-candlepower, with a sixty-inch lens. Their range is from 6,000 to 8,000 yards.

Believing that the exposition will draw a heavy night attendance, officials have arranged lighting effects on a scale never before attempted in the Southwest. Illumination to be used would furnish light and power for a city of 100,000 persons.

Every color of the rainbow will be employed in floodlight and other illumination. Many areas will be under lights

of changing colors. Searchlights throwing 1,500,000,000 (billion) candlepower into the air will mark the exposition at nighttime miles away.

The night opening will be carefully planned to be effective all over the grounds.

#### Breath-Taking Scene

C. M. Cutler, illuminating engineer, who writes descriptions of lighting effects when he wants to get away from engineering details, described the exposition illumination in the following terms:

"Pylons of sparkling color and light standard guard on either side of the main entrance will impress the visitor that he is about to enter another world and behold new wonders. The entrance invites him in, and immediately he finds himself being pulled across a plaza down rows of pylons to the Esplanade of State, where a breath-taking scene awaits him.

"Colored lights subtly changing in the great courts on either side, in contrast to the high lighted niches behind sculptured figures, bathes the building facades in greens, blues, reds, yellows and all the shades in between. The very walls seem to breathe as they apparently change size under the touch of different colors. The effect is multiplied by reflections mirrored in the sheet of water extending through the center from end to end."



#### Fair's Radio Equipment

Radio equipment on the grounds at the Texas Centennial Exposition is sufficient for the construction of half a dozen complete broadcasting stations. In the main building is \$152,000 worth of equipment, with facilities for supplying two National chains and the three Dallas stations with separate programs simultaneously.

The extensive network embraces nineteen towers, placed at focal spots on the 200-acre park, all equipped for handling speech, sound and music. The tower unit can be divided into several sets to provide each with different programs, that reflect the atmosphere of any gathering that might collect at the towers.

Ten "pick-up" points will broadcast any and all of the programs and send to the singing towers.



#### Federal Exhibits Show Government Agencies

The intricate mechanism by which the United States Government operates many of its far-flung activities will be shown in miniature in the Federal Building at the Centennial.

Plans have been drawn for exhibits of thirty-five departments. Moves in programs to aid pest-ridden farmers, a large printing press from the Treasury Department's bureau of engraving, intricate calculating devices that show how census figures are instantly tabulated were among those listed.

There also will be an exhibit from the printing department that reproduces the speeches of Congressmen and turns out Government pamphlets by the million.

Among New Deal agencies listed for representation are the Federal Housing Administration, the Rural Resettlement Administration and the Works Progress Administration.

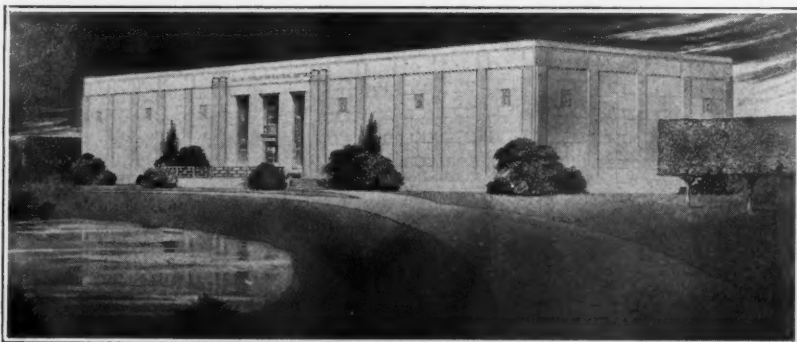
The exhibit of the Department of Agriculture is expected to be one of the largest shown. The Department of Commerce representation will rank with it.

The electric power possibilities of the Tennessee Valley Authority will be shown in a large relief map. Two dioramas will contribute to the realism of this exhibit concerning the turning of water power into electricity.

Historic buildings, tree-shaded walks, firing ranges, drill fields and such will be reproduced faithfully in the miniature in a replica of the United States Naval Academy, Annapolis.

In addition there will be numerous models of Uncle Sam's fighting ships, pieces of navy ordnance, exhibitions by the United States Marine Corps and airplane fuselages and engines.

A talking booth is promised as one of the features in the United States Congressional Library exhibit.



Museum of Natural History constructed by the City of Dallas.

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The Chuck Wagon, unique Centennial eating place.

# Centennial Midway Made up of World's Best Attractions

**C**ALLED by concession men the most "high-powered" amusement area ever presented at a world's fair, the Texas Centennial Exposition Midway will offer a wide variety of entertainment to the 15,000,000 persons expected to visit the show.

The exposition Midway will be far larger than the San Diego Exposition amusement section and surpass in quality A Century of Progress at Chicago, Paul Massmann, director of concessions, has been informed by leading concession men. Exposition officials were able to be selective in picking entertainment features, due to the keen desire of concessionaires to participate.

### \$3,000,000 Midway

An investment of \$3,000,000 will be represented in the Midway, with about \$2,000,000 spent for construction. Mr. Massmann reported that seventy-five per cent of the amusement section will be air-conditioned at the start of the exposition.

The gayety of night life in other nations will be reproduced in several of the larger concessions. The Streets of Paris will offer a lavish variety of entertainment, with a night club housed in the prow of a ship, a supper club on the upper deck and a cabaret on the lower floors. The Streets of Paris requires fifty-six carloads of lumber for

its construction, thirty being used for the ship.

### German Black Forest

Germany is represented by the Black Forest, with a setting of pines and the snow-capped summits of the Alps in the background. An ice rink interchangeable with a dance floor will be in the center, with tables for food and drink around the sides.

In the Midget City will live more than 100 midgets, with city hall, stores, hotel, post office and theater, where the little folks will perform. Animal stars of Hollywood will present noted animal actors of movieland.

Shakespeare's plays will be presented in the Old Globe Theater, a reproduction of the showhouse where Shakespeare's plays were first produced. Near by will be the Falstaff Tavern, where old English folk dances will be performed.

The crime prevention exhibition will show the work of police in combatting crime, the methods of criminals and criminal activities, including some noted cases. "Little America" will reproduce Admiral Richard E. Byrd's camp in the antarctic.

### Exposition in Exposition

Streets of All Nations will be an exposition within an exposition, with dining and dancing places and bits of several foreign countries in the form of

shops and other attractions. An elaborate floor show will be presented.

The Days of Real Sport will offer sports events and exhibits of sporting goods manufacturers. "Life" will present an exposition of embryology. A baby incubator show will be sponsored by the Freeman Memorial Clinic.

Tony Sarg's marionette theater, built like a huge toadstool, will house both a theater and a workshop where the puppets will be made. The marionettes will present Gilbert and Sullivan operettas and other plays.

The Holy City will contain a collection of religious artworks and other material. The entrance will represent the Damascus gate of Jerusalem. No admission will be charged but donations will be asked visitors.

#### Live Gorillas

Next to the Animal Stars of Hollywood will be the Gorilla Village, showing live gorillas and apes. Robert Ripley's "Believe It or Not" is another midway attraction. Little Harlem will be located next to the Negro Exhibit Building. "The Moonshine Still" will show a real still in operation.

The Showboat will reproduce one of the famous floating theaters of earlier days, where melodramas will be presented to a music hall audience.

The snake farm will show monster regal pythons of India. A card magician will perform, the Humatune man will sound for the benefit of visitors. In the agricultural section will be the frog farm.

The rocket ride will offer plenty of thrills, as will the roller racer, the giant ferris wheel, the auto scooters and other riding devices.

Visitors will find plenty of places to

eat. There will be Old Nuremburg, reproducing a German restaurant, the Century Cafe, the Garden Cafe with an open-air beer garden in the rear, the Mayflower Doughnut Shop with a large outdoor patio, the Chuck Wagon. Next to the Chuck Wagon will be Miss X, a mirror illusion show, and across the street the Crystal Maze. The Jockey Club at the race track also will be available to Centennial visitors as an eating place.



#### Complete Remodeling of Jefferson Hotel

The Jefferson Hotel has been completely refurbished and main portions have been undergoing remodeling for several months, in preparation for the opening of the Texas Centennial in Dallas. New dee-piled carpets have been laid in all hallways and most of the rooms. New furniture has been installed and rooms have been repainted and re-decorated.

The lobby of the Jefferson has been entirely remodeled and refurbished. New rugs, new draperies, new lighting fixtures and complete redecoration have entirely changed the appearance of the hotel's block-long, naturally lighted lobby. The lobby is now air conditioned, and the coffee shop, in addition to being completely air conditioned, has been remodeled throughout.

The late Charles A. Mangold built and operated the Jefferson for a number of years. He was a pioneer who played an important part in the growth and development of the city. He was active in many civic affairs, particularly the Dallas Park Board and the State Fair of Texas. His son, Lawrence W. Mangold, is now general manager of the hotel.

GEO. S. WATSON T. M. WATSON  
H. H. MEERS

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#### THE AMBASSADOR HOTEL APARTMENTS

Dallas' Newest and Finest

A modern fireproof hotel . . . Every room with combination tub and shower . . . outside exposures.

Efficiency Apartments from \$50 to \$65.

Bedroom Apartments \$80.00 up.

Daily rate \$2 to \$10.

Single Rooms \$35 and \$40.

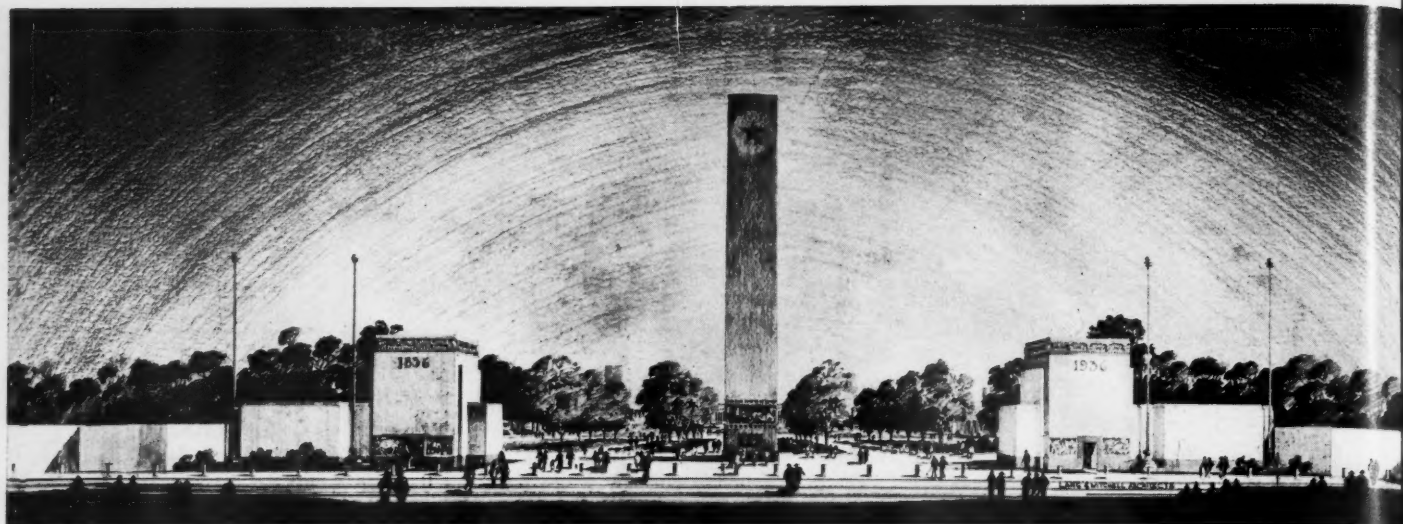
#### ERVAY at CITY PARK

DALLAS, TEXAS

W. B. PASSONS, Manager



Warden Lawes' crime-prevention exhibit.



## Serving Greater Dallas



### OFFICIAL DELUXE SIGHTSEEING TOUR

This specially devised Tour gives visitors an opportunity to see the City of Dallas, learn of its history, see the various points of interest that have caused nation-wide comment on the growth of this city, young in years yet one of the leaders of the Nation. The Tour takes about two hours and is conducted by experienced guides who give an interesting account of the points visited. Spacious and comfortable buses make the trip a most pleasant one. Further details may be had at all hotels, railroad and bus stations.

2-Hour Trip ..... \$1.25

Buses leave from Akard and Commerce Streets daily at 10 A. M. and 2 P. M.

Sightseeing Division  
7-1151

When Dallas' courageous leaders bid for the Centennial Exposition, they knew that the streetcar system was capable of expanding quickly and efficiently so that the large crowds of visitors would be transported quickly, safely and economically. Their faith was well founded. The challenge has been met. Streetcar tracks in front of the Exposition grounds have been rearranged at great expense. This development, as well as many other improvements in equipment and facilities, is a demonstration of this company's policy to provide for the needs of the Dallas of Today and the Dallas of Tomorrow.

Tell Centennial Exposition visitors to ride the streetcars to the Exposition. Streetcars are not only the most economical transportation to the Exposition but the most convenient. Streetcars unload passengers at the main gates of the Exposition. And the streetcars will be there waiting to take them back to town or to other parts of Greater Dallas. Advise visitors to park their automobiles downtown and ride the streetcars to the Exposition. This will save them much time and inconvenience.

## DALLAS RAILWAY & TERMINAL CO.

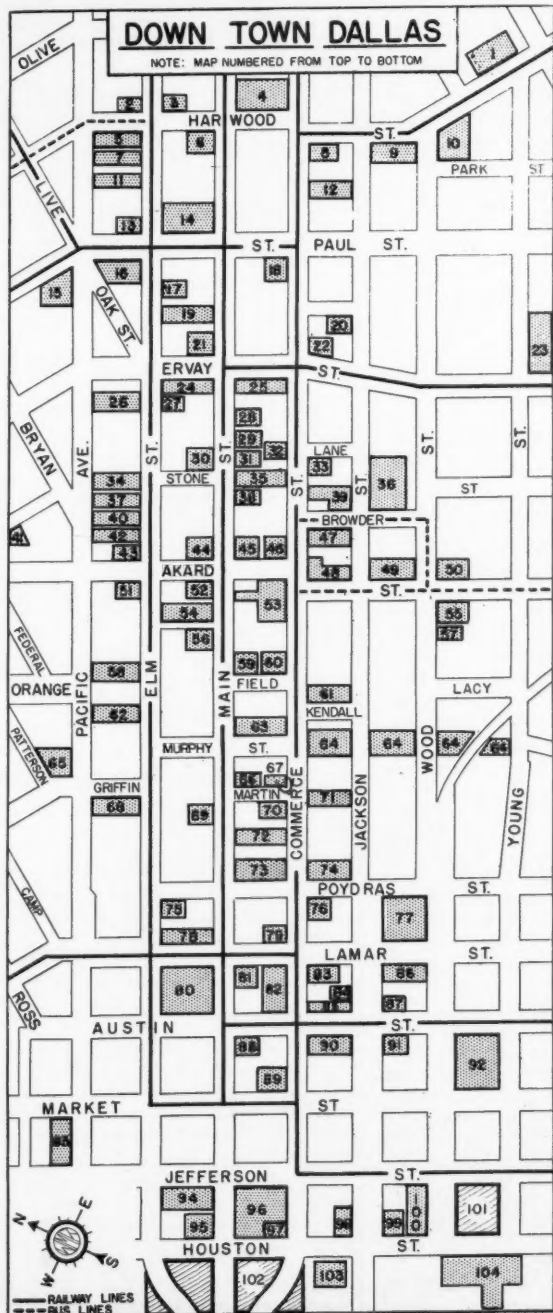


# Street Guide for Centennial Visitors

The Dallas Railway & Terminal Company has prepared a new map of the downtown district, together with routes of street cars and busses, which are reproduced below for the convenience of visitors:

**Name of Line Streets Operated Over**  
**AKARD BUS**—N. on Akard; E. on Commerce; S. on Browder; W. on Wood; S. on Akard.  
**BELMONT CAR**—N. on Ervay; W. on Main; N. on Lamar; E. on Elm; N. on St. Paul; N.E. on Live Oak.  
**CAPITOL CAR**—N. on Jefferson; E. on Commerce; N. on Austin; E. on Main.  
**CENTENNIAL CARS**—E. on Commerce and Main Sts.  
**ERVAY CAR**—S.W. on Live Oak; S. on St. Paul; W. on Elm; S. on Lamar; E. on Main; S. on Ervay.  
**FAIRMOUNT CAR**—W. on Commerce; N. on St. Paul.  
**FOREST CAR**—TO CENTENNIAL—N. on Jefferson; E. on Commerce.  
**FORNEY CAR**—TO CENTENNIAL—S. on St. Paul; E. on Commerce.  
**HAMPTON CAR**—UNION STATION—W. on Commerce; S. on Jefferson.

**HARWOOD CAR**—S. on St. Paul; W. on Elm; S. on Lamar; E. on Commerce; S. on Harwood.  
**HICKORY CAR**—S. on St. Paul; W. on Elm; S. on Lamar; E. on Commerce; S. on Harwood.  
**HIGHLAND PARK CAR**—W. on Elm; N. on Lamar.  
**JUNIUS HTS. CAR**—S. on Lamar; E. on Elm.  
**LAKE CAR**—W. on Main; N. on Lamar.  
**MT. AUBURN CAR**—TO CENTENNIAL—N. on Jefferson; E. on Commerce; N. on Austin; E. on Main.  
**MYRTLE CAR**—S. on St. Paul; W. on Elm; S. on Lamar; W. on Commerce; S. on Austin.  
**OAK LAWN CAR**—N. on Harwood; W. on Commerce; N. on Lamar; E. on Elm; N. on St. Paul.  
**PARKVIEW CAR**—TO CENTENNIAL—N. on Jefferson; E. on Commerce; N. on Austin; E. on Main.  
**SECOND AVE. CAR**—TO CENTENNIAL—N. on Jefferson; E. on Commerce.  
**SEVENTH ST. CAR**—UNION STATION—W. on Main; S. on Market; W. on Commerce; S. on Jefferson.  
**STATE CAR**—N. on Austin; E. on Commerce; N. on Lamar; E. on Elm; N. on St. Paul.  
**SUNSET CAR**—UNION STATION—W. on Commerce; S. on Jefferson.  
**SWISS CAR**—S. on Lamar; E. on Main.  
**TRINITY HTS. CAR**—UNION STATION—W. on Main; S. on Market; W. on Commerce; S. on Jefferson.  
**VICKERY BUS**—S. on Harwood; W. on Main; N. on Lamar; N.E. on Ross.  
**FARES**: 7c Cash; 5 Tokens for Thirty Cents; Free Transfers.



BANKS	
Dallas Bank & Trust Co.	35
Federal Reserve Bank	50
First National Bank	54
Liberty State Bank	2
Mercantile National Bank	46
National Bank of Commerce	75
Republic National Bank	56
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Dallas Athletic Club Bldg.	16
Construction Bldg.	55
Continental Bldg.	33
Dallas Bank & Trust Bldg.	35
Dallas Gas Co. Bldg.	9
Dallas Power & Light Co. Bldg.	39
Fidelity Bldg.	73
First National Bank Bldg.	54
Great National Life Bldg.	31
Gulf States Sec. Life Bldg.	52
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Hart Furniture Co.	5
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Stewart Office Supply Co.	32
Titche-Goettinger Co.	14
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Jas. K. Wilson	59
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Palace Theater	26
Queen Theater	43
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# The City of Arlington

Arlington is located midway between Dallas and Ft. Worth on the Highway Broadway of America. It is the seat of North Texas Agricultural College and three other important institutions, the Home for Aged Masons, Eastern Star Home, and Arlington Downs. Arlington has a beautiful municipal park with up-to-date swimming pool and golf course, of which there is none better anywhere to be found. Its mineral well is famous over the United States for its medicinal qualities, and superior to any other mineral water in Texas. From it is produced Arlington Mineral Water Crystals and which is manufactured in the City of Arlington with the most modern equipment of today. These Crystals will keep their full mineral content in your medicine cabinet until used.

*For Further detailed information about our city, address your inquiry to Benton Collins, Secretary, Arlington, Texas.*

## Hudson & Hudson

Industrial and Business Properties  
Sales, Leases and Management

Great National Life Building

Phone 7-1666 Dallas

★

Alex D. Hudson

James S. Hudson

## Southwest Supplies 70 Per Cent Nation's Oil

**T**HE steady march of oil production in the Southwest, since the turn of the century to its current outstanding position wherein the Southwest is supplying 70 per cent of the Nation's crude oil and nearly 45 per cent of world production, is an achievement worthy of careful attention. Few economic enterprises have, in such a short period of time, risen to such prominence anywhere in the world. The position of Texas, geographic and geologic, is such that Texas constitutes the center of attention in this remarkable development, and the same factors of geography and geology make it reasonably certain that future developments will pivot about Texas resources, even more than has been the case during the past two decades.

The first recorded oil production in Texas was in 1889 when Texas produced 48 barrels, according to the United States Bureau of Mines. This was likewise the first year of recorded production for Kansas, 500 barrels being produced in Kansas in 1889. During the decade of the "80's" practically all of the United States production of oil came from Northeastern fields; it was centered in two States, Pennsylvania and Ohio. Even New York State, a very low third at that time with its annual production of less than two million barrels, was producing more than all the rest of the States combined, exclusive of Pennsylvania and Ohio.

With the discovery of oil at Spindletop in 1901, Texas oil production really got under way, and in 1905 Texas ranked second as an oil producing State, being surpassed only by California; in California oil production had been rising steadily and continuously since 1876. Following 1905 Texas oil production steadily declined until 1910, when it was less than nine million barrels (having surpassed twenty-eight million barrels in 1905).

In the meantime, however, Oklahoma had come forward to second place, California still maintaining first place in 1910. Production in Oklahoma had risen rapidly since 1904 when its output had reached 1.4 million barrels. By 1910 oil production was definitely on a downward trend in the Northeastern fields; it was rising fairly rapidly in California, and the Southwest was well begun in its march towards supremacy in oil production.

### Southwest Takes Lead

In fact during the period 1901-10, although neither Arkansas nor New Mexico had any oil production during these years, the States of Oklahoma, Texas, and Louisiana combined furnished 27.6 per cent of National petroleum production; and, including Kansas, this section furnished 31 per cent. During the same period California furnished 26 per cent; Illinois, Indiana, and Ohio together, 26 per cent; and West Virginia, Pennsylvania, and New York, 17 per cent.

During the five-year period, 1911-15, the Southwest furnished 40 per cent of



## Wholesale Merchants Building

The pivotal point of the  
Dallas Wholesale Market.  
Space available in small  
or large units at very  
moderate rentals.

912 Commerce Street  
Phone 2-3725 Dallas, Texas

# Von Tress Cafe

(At Entrance of Main Centennial  
Gate)

Have for every 20 years catered  
to their friends and Fair visitors  
with the best foods, service and  
prices.

### FEATURING

Broiled Juicy Steaks, Chops and  
Fish with Radiant Heat.

Five doors north of Parry on  
Exposition Ave.

Phone 3-0559

110 Guest Seating Capacity

the National output; California, 36.5 per cent; and the Northeastern fields, the remaining 23.5 per cent. In the following five-year period, 1916-1920, the Southwest, including Kansas, furnished 57.6 per cent of the National oil output (and National output was steadily rising); California accounted for 27 per cent; the Northeastern fields, 12 per cent; and Wyoming, 3 per cent.

These trends of increased United States oil production and of the growing importance of the Southwest continued during the decade of the "20's." During the five-year period, 1926-30, the Southwest (including Kansas, with 4.6 per cent) yielded 65 per cent of the National total; California accounted for 27 per cent; the Northeastern fields, 4.7 per cent, and Wyoming (with a small amount in Montana), 2.9 per cent. During 1932 (after production in East Texas was well started) the Southwest accounted for nearly 70 per cent of total United States production; California, 23 per cent; the Northeastern fields, 4.5 per cent; and Wyoming, 2 per cent. In 1935 the Southwest contributed 71.7 per cent of the National oil output, but California's percentage of the total had decreased to 20.1 per cent.



### Texas Senator Seeks to Aid Small Industries

Encouragement of small industrial units to set up in rural areas is the aim of a resolution (S. Res. 288) introduced in the Senate by Senator Morris Sheppard of Texas, which has been referred to the Committee on Manufactures.

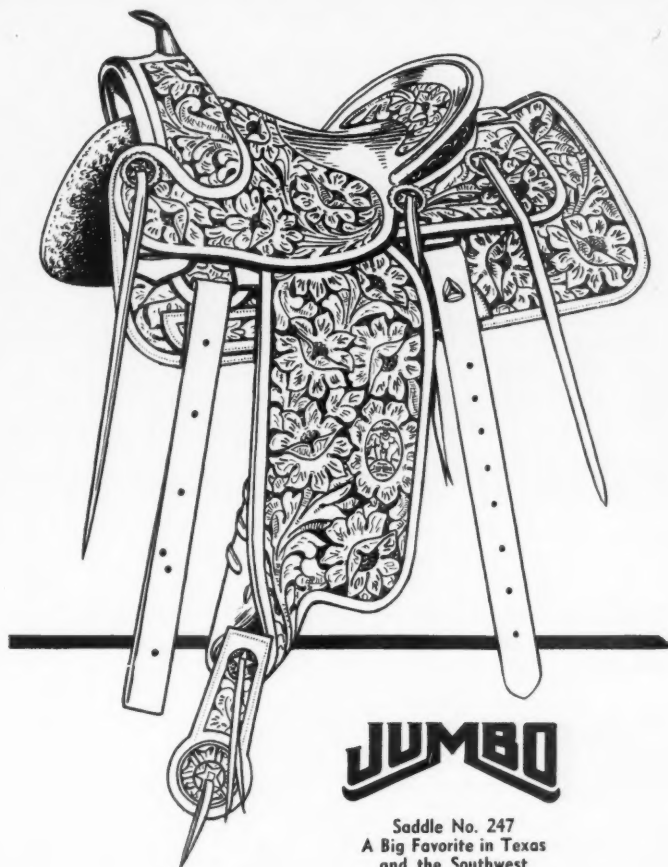
The resolution requests the committee to report to the Senate as to the advisability of requiring the Secretary of Commerce to investigate and determine the smallest capital, labor and machine units with which and the smallest distribution and population areas in which articles of common use may be profitably manufactured for sale. The determination of the Secretary would be given to private individuals upon request and published in bulletins for general circulation.

The resolution also asks the committee to report to the Senate as to the advisability of requiring the Secretary of Agriculture to investigate and determine the extent to which small factories may be operated in connection with farms of average size on the farm itself, in farm communities, in villages or elsewhere.

Senator Sheppard, who is chairman of the Senate Committee on Military Affairs and an influential member of the Senate, stated that the purpose of the resolution was to encourage decentralization of industry.

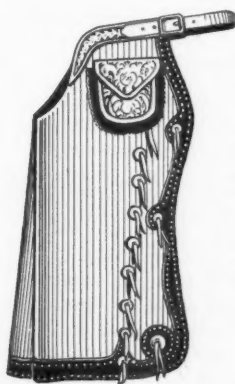


Notification has been received by the Exposition from the New Orleans office of the Louisiana Automobile Clubs, State AAA branch, offering assistance in advising tourists of attractions to be offered by Texas in 1936 during celebration of the Centennial of Independence.



Saddle No. 247  
A Big Favorite in Texas  
and the Southwest

When you come to the Texas Centennial in Dallas, visit our big factory. See the famous JUMBO SADDLES—the kind that cowboys and rangers have used for 67 years! Take one back home with you. Have a life-long souvenir from Texas—one that you will prize more as you use it through the years to come.



We also have complete assortments of fine leather chaps, cuffs, belts, lariats, pistol and rifle scabbards, and other riding accessories and equipment favored by riders of the great Southwest.

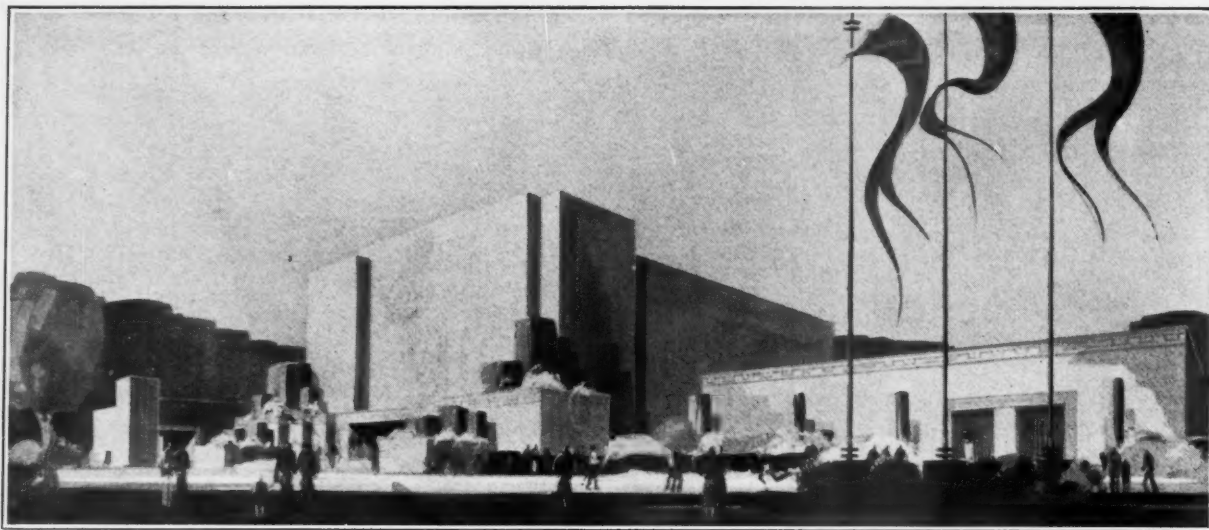
You'll find the latch-string out, and a cordial welcome awaiting you at the largest saddlery establishment in the Southwest.

## The Schoellkopf Company

LAMAR AND JACKSON STREETS

DALLAS, TEXAS





Petroleum Building at Texas Centennial Exposition.

## History of Oil to be Told in Centennial Exhibits

**T**HE Texas Centennial Exposition will present the greatest gathering of exhibits ever assembled in the United States by major oil producing and marketing companies. Most of the companies have erected permanent buildings, which will continue to be used at the State Fair of Texas. The Texas State Fair possibly will be enlarged into a Southwestern exposition. About \$500,000 has been spent for permanent buildings by the oil concerns, and more than \$750,000 for buildings and exhibits.

### \$150,000 Contribution

One of the important contributions to the exposition has been the \$150,000 building and public address system of the Gulf Refining Company. Sound pylons distributing programs from the Gulf studio have been erected in every part of the exposition grounds. The system can broadcast fourteen different programs without overlapping. The public address system will be the finest ever used by any fair or on any occasion. The Gulf studio building will be air-conditioned. The company is spending about \$200,000 in all.

The Texas Company will show a history of its development of the oil industry in a permanent air-conditioned building. A feature of the building is an outdoor patio overlooking the lagoon in the park section. The Texas Company is spending about \$100,000 at the exposition.

The Humble Oil & Refining Company building is the center of the petroleum group, and its exhibit will represent an investment of about \$200,000. Its structure will be torn down whenever a street is constructed to connect Grand Avenue and East Grand Avenue, as the building stands directly in the path of the connecting thoroughfare across the exposition grounds.

### Exhibit Goes to Museum

After the exposition ends the Humble's exhibits will be installed in the Museum of Natural History being built at the University of Texas in Austin. The exhibit will include dioramas of the oil fields of Texas, with cross-sections beneath showing geological formations down to 12,000 feet. Geological relief maps will show Texas in varying stages of the prehistoric past as far as 300,000,000 years ago. There also will be fourteen historical dioramas of Texas. The building will be air-conditioned.

Near the main entrance is the House of Hospitality of the Continental Oil Company, a permanent building of Southern colonial architecture. Continental is spending about \$50,000. Its exhibit building will be air-conditioned.

The lifelike representations of dinosaurs of the Sinclair Oil & Refining Company will be an outstanding feature of its exhibit. The concern is spending about \$75,000 here. Its building will be air-conditioned.

### Comfort for Visitors

The Magnolia Petroleum Company, housed in a permanent building, air-cooled throughout, has taken unusual pains to provide a pleasant and comfortable place for visitors. The exhibit will be luxuriously furnished. As visitors lounge restfully in its cool rooms they will be able to obtain a fine view across the lagoon in the park area. Magnolia is spending about \$85,000.

The Pennzoil Company will have an exhibit in the form of a theater in the Petroleum Building, presenting talking pictures on the oil industry. The concern is spending about \$25,000.

A number of oil supply and tool companies will have exhibits in the Petroleum Building.



### Petroleum Prices

Wholesale prices of petroleum products in the first quarter of 1936 were nearly thirteen per cent higher than during the same period a year ago, but still are only 55.4 per cent of normal, the lowest of any commodities, according to the American Petroleum Institute.

The Institute's figures show that other commodities are now 80.3 per cent of normal, fifteen points higher on the price index than petroleum products.

The price of California crude oil rose 5.5 per cent during the year, Pennsylvania crude 8.3 per cent, and Oklahoma-Kansas crude 9.6 per cent.

The wholesale price of North Texas refined gasoline showed the greatest improvement, rising 40.1 per cent during the year. Oklahoma refined gasoline rose 33.4 per cent, and natural gasoline 22.6 per cent. Pennsylvania refined gasoline showed a gain of 27.5 per cent.

The only loss in wholesale gasoline prices was shown in California. The drop amounted to 28.4 per cent.

## Cheap Luxuries Basis for Many Fortunes

Most of the fortunes built up in this country in the past thirty-five years have come from providing cheap luxuries and amusements for the masses, writes Professor Thomas Carver, of Harvard, in the current Nation's Business.

According to Professor Carver, these luxuries range all the way from gum to automobiles and include soft drinks, cigarettes, cameras, motion pictures, radio sets, illustrated newspapers and magazines, cheap novels and athletic spectacles.

Professor Carver says that so long as the masses have most of the fun, they are not likely to destroy the source of their fun by attacking the men who provide it.

People who are enjoying these cheap luxuries are not easily incensed because those who supply them at low cost are making money. Gum chewers may be expected to remain complacent even in the face of figures showing the size of the Wrigley fortune. Smokers, while inhaling the smoke of a cheap cigarette, are not likely to be stirred to wrath over the fortunes made in tobacco. Drivers of Ford cars will be difficult to convince that they should rise in revolt and seize the Ford fortune. The crowds which attend a popular movie are enjoying it too much to resent the fact that the actors and producers are getting rich by giving the people what they are eager to pay for.

When our manufacturers and merchants begin to neglect the masses and cater only to the rich, it will indicate, more clearly than any statistical table, that the great reservoirs of spending money are no longer in the pockets of the people. Until then we can be certain that our economic system is fundamentally sound and can be still further improved.



## Says Dallas Climate Is Ideal for Zoo Animals

Dallas should not let the climate conditions alter the purchasing of various additional wild animals, according to Dr. J. J. Hamiter, who has had the veterinarian practice at the Marsalis Park Zoo for some twenty years. Dallas needs a greater variety of wild animals and with the proper care Dallas would be the ideal home for them. Dr. Hamiter is known for the humane way in which he treats all animals, and is often called on to find suitable homes for various pets. Visitors are always welcome at the hospital, located at 1909 North Harwood Street.



## Pages from Texas History... No. 4



In 1906, despite lowering clouds on the financial horizon, Mr. W. T. Fakes decided that a better building in which to display his furniture was a necessity.

With the courage typical of those pioneer merchants, he proceeded with his plans. Within a year, Fakes & Company moved into its new home, designed especially for its needs. This building was erected at 1609 Elm Street, present site of Dunton's Cafeteria.

Time has shown the expenditure was fully justified. Then, as now, the large display spaces, stocks in all price ranges, and convenient credit terms were appreciated by a steadily increasing number of valued customers.

## Fakes & Co.

Dallas — Fort Worth  
Furnishing Texas Homes Since 1876

## Use the Phone!

When you want office supplies and need them quickly use the telephone.

## 7-8836

Don't be afraid your order is too small. We are all geared up to handle it no matter what your needs may be.



# CLARKE & COURTS

OFFICE SUPPLIES • EQUIPMENT

1506-08 YOUNG ST.

PHONE 7-8836

# Accounts of Worthy Small Business Firms are Welcome

We have always welcomed the accounts of worthy and soundly-managed small business firms, and have cooperated with them in every reasonable and consistent manner.

Many of our best accounts began with us in a small way. And the friendship and business that have grown out of them are a source of lasting satisfaction and pride to us.



## Mercantile National Bank AT DALLAS

In the Magnolia Building

A Century Ago Texas Was An Infant Empire  
One-Third Century Ago Republic Was An Infant Company

TODAY TEXAS IS A GREAT STATE

and

REPUBLIC A GREAT INSURANCE COMPANY

*Come to the Centennial*

**REPUBLIC INSURANCE COMPANY**

Fire

Dallas, Texas

Allied Lines

## Industry on Parade in Centennial Exhibits

An Empire on Parade is a fitting title for the wonders that will be presented to millions of Centennial visitors in the massive Varied Industries Building, a structure that will house enough exhibits to keep a person busy looking for a week.

Carrying out the magic theme of the exposition, the Varied Industries Building was created principally out of the shell of the old Automobile and Manufacturers' Building, one of the largest structures at the old State Fair of Texas.

Now the unit has been renewed and rebuilt in the architecture of the other Exposition buildings and it has been made a part of the vast group known as the Electrical Communications and Varied Industries. A multitude of exhibits from the House of Magic to the bottling of soft drinks will be presented there.

### Thread Company Exhibit

Strolling through the lines of exhibits a visitor will see an exhibit of a great thread company which will have a decorative theme of Bluebonnet Blue, paying tribute to Texas.

Then will come a bottling plant for a soft drink that is turning out 100 bottles a minute, part of the supply for the Exposition grounds. Educational books of several publishers, here again with the Bluebonnet Blue for a cover color will be found.

A Texas Centennial model of a famous line of watches will be presented for the first time in this building and the company will have an exhibit of various timepieces it manufactures and other interesting things to present.

The Texas-Tennessee Hall of Heroes to honor Sam Houston, David Crockett, William Barrett Travis and other Texas heroes who were born in Tennessee, will be a feature maintained by a Nashville insurance company.

Featured attractions of this exhibit of pictures of these heroes along with notable scenes from Texas history. A special process known as trans-light, with appropriate sound effects, will make this exhibit interesting.

### Czechoslovakian Display

Gay peasant costumes, porcelain, glassware and other articles from Czechoslovakia will be presented in an exhibit from the Old World and in another spot visitors can compare the points of their fountain pens with those made by a famous company by means of a special microscope.

Films of one company, the "Wonder World of Chemistry," worked out by another concern, the House of Magic, a story of the packing industry; pictures, massive exhibits and scenes of the vast empire of Texas and her industries will be in all parts of this building.

In the chemical exhibits visitors will be entertained in a theater seating 100 persons where they may see how man converts cotton, wood, vegetable oils, coal and salt into a myriad of useful products.



Another theater seating 250 persons will be part of a big electrical firm's exhibit and here the wonders of this type of energy will be presented in graphic and startling style.

Audible light and visible sound, creation of fever artificially by electricity, the electric eye and many other modern miracles will be seen here.

#### Use of Glass Shown

In another display the use of glass in modern building will be shown in a multitude of ideas, where the possibilities of using glass even for making textiles will be shown.

An attractive parade of Texas cowboys bearing various products of a large packing firm will be an interesting feature of the building. In conjunction with the parade there will be a large map showing locations of the company's branch houses and other properties and showing how they spend \$30,000,000 annually in Texas for livestock, butterfat, chickens, eggs and other raw materials.

Exposition officials are inviting visitors to spend days in this one building alone, one of the most interesting on the grounds and one that tells the versatility of Texas in a lasting manner.



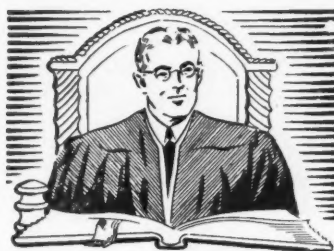
#### New Type "Air Mail"

A new type of "Air Mail" was inaugurated recently by Braniff Airways when homing pigeons were carried 500 miles from San Antonio to Oklahoma City and the pigeons released by Oklahoma's Governor Marland with his answer to the officials of San Antonio to attend the Texas Centennial Celebration there.

The occasion took place when Braniff Airways started its new "Centennial Flyer" service between Chicago and San Antonio. The army pigeons were borrowed from Fort Sam Houston at San Antonio and taken to San Antonio's Winburn Field, the municipal airport. They were snug in a basket and were placed aboard Braniff's bi-motored Lockheed "Electra" 10-passenger plane. Commissioner Phil Wright of San Antonio presented the pigeons to Pilot Dick Lowry and also the invitation to attend the Centennial celebration to Governor Marland from Mayor Quin of San Antonio.

The four pigeons were released from Oklahoma's capitol building by Governor E. W. Marland and Miss Jean Braniff, daughter of T. E. Braniff, President of Braniff Airways. With a 500-mile flight ahead of them, the pigeons circled the capitol and then set their course for San Antonio.

On their legs, the pigeons carried the acceptance of Governor Marland. In the Braniff "Centennial Flyer," the army pigeons flew from San Antonio to Oklahoma City in three hours and ten minutes. Under their own power, the pigeons flew the return trip from 9:15 o'clock on the morning of April 16th until 9 o'clock the next morning. It is said to be the first time a homing pigeon has been transported by airplane for release.



## JUDGMENT



Some men still depend upon the judgment of a trusted friend in the administration of their estates. This, however, is becoming less common as men realize that their friends dread the burdensome duties of an Executor . . . duties which take much time from their own businesses.

Many men, however, name the First National as their Executor. In this way they get the combined judgment, the experience, and the action of men versed in estate matters. They secure, too, for their heirs the decided advantage of being able to call upon our Trust Officers for consultation.

May we suggest that you have your attorney draw your Will now . . . or revise it if it was drawn years ago . . . and that you name this bank as your Executor.



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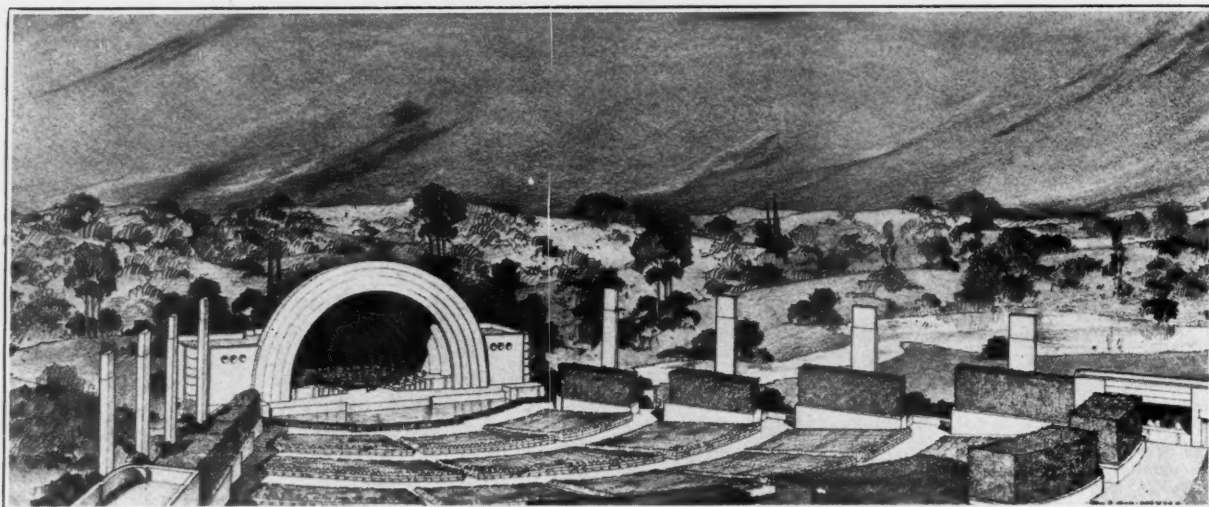
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Band shell and amphitheater built by City of Dallas in Centennial Cultural Center.

## 150,000 Musicians Participate in Musical Programs at Centennial

**T**HE open air band shell and amphitheater, located on the banks of the lagoon in Centennial Park, will be the center of musical activities at the Texas Centennial Exposition. The amphitheater will seat 5,000 people and the shell and stage will accommodate a 150-piece band. The stage is arranged so that it can be extended for ballet purposes. The musical center was constructed by the City of Dallas as a permanent feature of the Civic Center at the Centennial Exposition.

More than 150,000 musicians, vocal and instrumental, will be heard during the six months of the Texas Centennial Exposition.

Authorities have informed exposition officials that in their opinion this is a world's record in musical history. Never before, they assert, have so many artists been collected at one given place in a similar period.

The number of bands and orchestras scheduled to be heard at the \$25,000,000 world's fair was estimated at 350 by exposition authorities. The greater majority of them will be brought in by towns and counties that will celebrate special days at the exposition or by visiting delegations from out of the State.

### Big Names, Too

More than 100 clubs, musical and otherwise, fraternal and patriotic organizations, churches, business houses and industries from Dallas and elsewhere in the State have scheduled programs.

In addition to four United States

bands, army and marine, appearing at the exposition, many big-name bands and orchestras from radio and screen will be brought in by exhibitors. Exhibitors also are slated to present many of the Nation's outstanding singers.

The most tumultuous vocal outburst in history is scheduled at the exposition June 13 when L. A. Woods, State Superintendent of Public Instruction, will have Texas 50,000 school children pitch their voices in one grand chorus.

### Huge Choruses

Another big chorus will be heard on June 19, Emancipation Day. On this occasion 5,000 Negroes are to be heard at one time.

Two thousand Dallas city school children, including 600 piano players, 300 violin players, 150 bandsmen and mixed choruses ranging from 600 to 800 voices, will be heard June 7, 8 and 9.

Fifteen hundred delegates attending the convention of the Catholic Sodalities of the Blessed Virgin Mary will sing "Ave Maris Stella" and the "Magnificat" in vespers on October 11.

Other important musical events during the exposition season follow:

### Schedule Given

Saturday Mornings.—Texas Federation of Music Clubs, presenting Texas artists.

Sunday Afternoons.—Programs by leading Texas composers and artists.

June 10-13.—Tri-State Musical Festival, Texas, Oklahoma and New Mexico.

June 14-21.—National Folk Festival.

June 19-22.—Cab Calloway's Band.

June 21.—Sacred Harp Singers in open-air concert.

July 5.—Stephen Foster Day.

July 14.—Salt Lake City Tabernacle Choir.

July 19.—Czech Day.

October 18-20.—Duke Ellington's Band.

September 25, October 15, October 29.

—Dallas Symphony Orchestra.



## Dallas Leads State in Providing Employment

With workers being placed in jobs through Texas during April at double the rate of March, Dallas set the pace for all sections of the State, according to Labor Commissioner F. E. Nichols.

The estimates were based, Mr. Nichols said, on reports of the Texas State Employment Service, which showed 2,551 jobs were filled through the Dallas office during April. Of these 1,596 were placed in shops, factories, building jobs and farms at prevailing wage scales and 955 on work relief projects. I. L. Peterson is manager of the Dallas office.

The reports were assembled from the records of thirty-three counties in which 7,441 workers were placed and brought to 52,500 the number of workers placed in private industry and public works through the employment service since it began operation last September 1.



The Ferro Krete Company, 36 North Marengo Avenue, Pasadena, Calif., manufacturers of concrete hardeners, waterproofings and technical paints, wants to contact dealers to handle these lines in the Southwest. They would also like to get in touch with Southwestern manufacturers desiring sales representation on the Pacific Coast and the Orient.

## Heavy Industries Show Steady Improvement

Consistent progress is being made by the so-called durable goods industries of the country, according to recent compilations of data showing the trend during the last few years. The progress of the durable goods indexes were at their low point for the consumption goods industries. The showing is relatively less impressive than that of most commonly accepted business indexes. The fact that the heavy industries are making progress, however, is significant because their persistent lagging during the earlier phases of recovery was considered by most economists to be the greatest stumblingblock to return of prosperity.

The durable goods industries reached their low in the middle of 1932 at about the same time all other now approaching the level of the consumption goods industries of the depression. The upturn since that date has been steady in both volume and value of products, in profits and in value of securities. However, the course of the index of durable goods production differed radically from that of consumption goods in the earlier phases of recovery. The latter shot to a peak in the summer of 1933 that was not far below predepression normal.

By comparison the heavy goods industries were making inappreciable progress. However, while consumption goods dropped precipitately late in 1933, durable goods industries continued to make slow progress. Since 1933 consumption goods production has had interesting ups and downs and today is higher than durable goods, but by virtue of almost imperceptible progress from month to month the heavy goods industries are not been as great as the consumption goods output.

The recovery of the heavy goods industries is considered of paramount importance by economists because of the effect on employment, rail tonnage, foreign trade and capital financing.



## Fuel Oil Consumption

Fuel oil consumed in the generation of electricity at public utility power plants totaled 11,393,000 barrels in 1935, United States Geological Survey reports show.

Fuel oil consumption increased about 9.8 per cent over 1934, and an increase of 3.7 per cent was recorded in the consumption of coal for electric power generation. A decrease of 2.1 per cent was recorded in the use of natural gas as fuel.

Total electricity produced in 1935 by public utility plants was estimated at 99,398,000,000 kilowatt-hours, a gain of nine per cent over 1934 and a new high. Of this total, 40.2 per cent was generated by waterpower, and 59.8 per cent was generated by fuels.

## Foresight Can be Made a Habit



This year the citizens of the Lone Star State are honoring in Texan fashion the foresight of those early pioneers who builded for the future while sustaining themselves for the present. Their eyes were looking for the enemy but their vision was beyond the horizon.

Foresight can be made a habit to be passed down from father to son. A sound insurance program both develops the trait of looking into the future and assures independence in the years to come. The Gulf States Life Insurance Company commends this principle of perpetuating family traditions and family stability.



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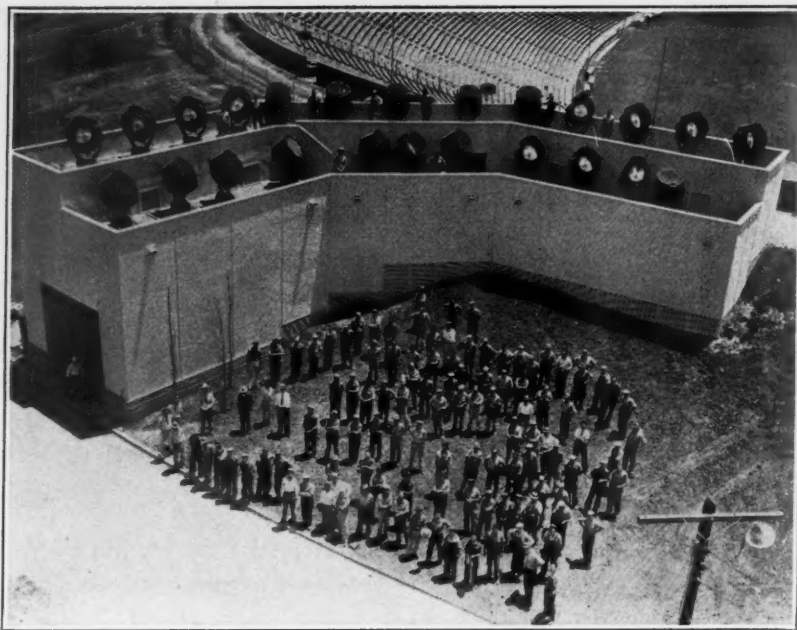
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Searchlight battery and crew at Centennial.

## Exposition System of Lights Cost Half Million Dollars

**N**IGHT will be turned into brilliant day during the Texas Centennial Exposition by a mere pull of a switch that controls the wizardry of harnessed lighting.

The 200-acre Exposition Park will have the most elaborate electric lighting and power system ever devised. It cost \$500,000.

The general lighting effect is a battery of twenty-four thirty-six-inch searchlights as powerful as the giants that flash from the dreadnaughts of Uncle Sam's navy. Each searchlight will produce 60,000,000 candlepower. Combined the battery has a total candlepower of 1,500,000,000 (billions). A 350,000-watt power generator will produce this colossal quantity of "juice."

More than 3,000 flood lights will send penetrating sheets of light to every foot of space throughout the park and 150 buildings and exhibits, making seeing as easy as in daytime. They will blaze spectacularly into every facade, tower and on the banners and landscaping.

The connected electrical load of the Exposition and its equipment is estimated to be in excess of 15,000 kilowatts, both light and power.

### Army Brings More

In addition, the United States Army unit, under command of Col. Richard

Donovan, has brought in a battery of giant searchlights from Fort Crockett, Galveston. The lights are six feet in diameter and capable of producing candlepower of 1,500,000,000 (billions).

The wonders of the electrical industry will be clearly apparent on the large spaces of buildings finished in neutral colors that will glow under the application of dazzling varicolored lighting. Flood lights sunk into pylons or buried in landscaping set back of buildings will play their piercing streams of illumination with marvelous effect. The featured areas of the park will have mobile control of several colors to provide a wide range of mixture and patterns never before seen at an exposition.

Avenues, highways and walks will be bathed from combination units and banner standards of unique design. A multiple type of unit is used, served from transformer vaults at strategic locations. More than 350 of the units have been installed, each of a design harmonizing with surrounding buildings and the character of the area. Smaller units will be used to illuminate grass plots, shrubs, gardens and parkways.

### Underwater Beams, Too

Twenty-four searchlights with a combined candlepower of 1,500,000 will be used to illuminate fireworks and touch

off other spectacular events that reach the height of their thrill far off in the skies.

Underwater lighting built in innumerable fountains and lagoons will lend another striking color effect during the night.

The entire lighting scheme features concealed lights except where brilliance and sparkle are required. To facilitate switching, control for a greater part of the system throughout the buildings is concentrated in one principal control room where all lights in fifty or more structures may be killed by the mere pull of feeder switches.

Twenty thousand globes were required for the initial installation on the grounds, and more than 20,000 feet of gaseous tubing. More than 6,500 kilowatts were needed for interior lighting, principally architectural, creating much decorative effect.

### Employs Crew of 500

The primary distribution system calls for 13,200 volts and 4,160 volts, depending on the direction of the service. Total primary circuit lengths reach 17,000 feet and secondary 20,000 feet.

Five hundred men were used in building the system and an equal number will be maintained throughout the 177 days of the Exposition for maintenance and operation. The labor bill to complete the plant before the first day of the great Dallas enterprise figured about \$5,000 daily at the rate of \$1 an hour per working day of eight hours and \$1.50 an hour for overtime.

More than 123,000 square feet of floor space will be devoted to demonstrating electrical appliances and electrical usage in the Hall of Electricity in which are also housed the Hall of Varied Industries and Communications exhibits. This huge structure cost approximately \$400,000.



## Financial Institution to Larger Quarters

The Dallas Building & Loan Association, largest institution of its kind in the Southwest, has moved into its new quarters at 1411 Main St.

Plans for the new and larger quarters, on which a ten-year lease was taken were made necessary by expansion of the company's business.

The association, which is a Dallas institution, has made more than nine thousand loans for a total of over \$20,000,000 since the beginning of its business, substantially all of which has been loaned on Dallas homes. The company has paid total dividends to its stockholders of approximately \$4,170,000 since its organization sixteen and one-half years ago.

The company is a member of the Federal Home Loan Bank system, which provides adequate credit facilities when needed, and in addition, is a member of the Federal Savings and Loan Insurance Corporation, which insures the safety of all investments in the institution up to \$5,000.



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Herber Bros. with offices and display rooms at 400 S. Harwood St. in Dallas, are pioneers in the cooling, ventilating, and air conditioning business. Having originally been in the general theater equipment business, they added cooling and ventilating equipment to other lines many years ago, as theaters were the first to use cooling and ventilating equipment on a large scale as standard equipment.

Six years ago, Herber Bros. designed and manufactured special equipment suitable to cope with the climatic conditions in the Southwest. Many engineering tests were made under various conditions, and equipment now manufactured by Herber Bros. has been perfected to handle almost any condition.

Realizing that the Southwest represents a great potential market for cooling and ventilating equipment because of the long hot summers, Herber Bros. see a greater demand in the future for equipment that is manufactured in this territory and especially for climatic conditions in the Southwest. Herber Bros. have made hundreds of installations throughout the southwestern states in the past eight years. The manufacturing facilities offered in Dallas are equal to any in other parts of the United States, and the savings on freight, etc., on cooling equipment manufactured in Dallas is a considerable item.



Five peaks in Texas are higher than any east of the Mississippi River. El Capitan in Culberson County has an elevation of 8,700 feet; Mount Mitchell, in South Carolina, the highest peak in any other State east of the Mississippi, has an elevation of 6,228 feet.

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## Chemistry Stabilizes Commodity Prices

Using the vanilla bean as an example of how chemistry has come into competition with products of the land and stabilized as well as reduced the price of raw products, William Haynes points out the rapidly growing effect of industrial chemistry on our national life in the current issue of Nation's Business.

The vanilla bean grows on a vine that reaches maturity in three years and after eight years ceases to yield profitable crops. Though Mexico still produces the most favored beans, vanilla is cultivated in many parts of the semitropics, and the French island of Madagascar has become the single most important commercial center.

Back in 1875, a Frenchman and a German patented processes by which vanillin, identical chemically with the vanillin which is the active flavoring principle of the natural bean, might be manufactured. Within the year, synthetic vanilla appeared on the market at \$80 a pound. In the course of fifty years, this price was brought down to \$8. Vanillin made from beans was even cheaper.

In 1924, a revolution in Mexico and bad weather in other growing centers gave the Madagascar planters a corner on the market. They ran the price up from \$1 to \$9 a pound. Their perfectly human selfishness had two results that only now, twelve years later, are exerting their full effects.

They greatly stimulated the planting of vines in all the growing countries and, in the consuming countries, they encouraged the substitution of vanillin for vanilla. By 1927, the vanilla crop had roughly doubled and by 1932 the price dropped to fifty cents a pound, at which figure it hardly paid to pick and cure the beans. During these five years, all the new plantations were steadily neglected and no young stock was being grown.

### Shortage Last Year

Last year an acute shortage of vanilla beans developed, and the price rose sharply to \$3.50 a pound. But the peak price of last year was only about a third as high as that reached in 1925.

During these same ten years, the steadily increasing consumption of synthetic vanillin had enabled manufacturers to reduce their price from \$8 to \$2.75. A reduction of two-thirds in the synthetic price has held the extreme fluctuation of a famine price on the natural material to one-third of its limit in 1925. Control of the price of vanilla beans has plainly become a function of the price of vanillin, and the price of vanillin, despite the fluctuations of its natural competitor and counter to the price average of all commodities is being steadily brought lower and lower.

Beside the economic service of stabilizing and reducing the cost of raw materials, synthetic materials continue a uniform and improved quality. The use of any natural raw material in a highly

## New Hotel Joins Dallas Chamber



News Staff Photo  
First act of B. F. Whitaker, owner of the new Whitmore Hotel, following its formal opening, was to subscribe to a budget membership in the Dallas Chamber of Commerce. In the picture, at the left, J. Ben Critz, vice president and general manager of the Dallas Chamber, is receiving a check for dues from Curtis F. Reach, manager of the hotel, and in turn is delivering to Mr. Reach a certificate of membership. The new hotel is one of the most modern in the Southwest.



mechanicized industry requires that it shall be carefully graded, or else it must be mixed and blended by skilled workmen. Vanilla beans from the different countries and from different areas in the same country differ so markedly in flavor that recognized grades are based upon their origin. The use of the vanilla bean for flavoring is, therefore, an art based upon the human sense of taste, itself a highly varying criterion. But the flavor in a pound of synthetic vanillin is invariable. Steady price of raw materials is hardly less important to the manufacturer than uniform quality.

### City Government Costs

The per cent distribution of all governmental costs of the ninety-four cities having a population of over 100,000 shows that cities increase their expenditures for capital outlay in prosperous years and decrease them in years of depression. For the year 1934, 12.1 per cent of all governmental-cost payments was expended for outlays; in 1933, 10.8 per cent, as compared with 31.4 per cent in 1926, according to a report released by Director William L. Austin, Bureau of the Census, Department of Commerce.

This is one of a series of releases on the total and per capita costs of city governments for specified years.

The per capitas for 1933 and 1926 are based on the estimated population as of the middle of the fiscal year of each city reported, and those for 1934 are based on the estimated population as of July 1, 1933, no later estimates having been made.

These statistics cover the government of the city corporation proper and also independent districts practically coextensive with the cities. They also include a percentage of the financial transactions of the county government for cities having over 300,000 population, in order that data for such cities may be comparable with those of other cities in this class in which the ordinary county functions are performed by the city government.

The payments for capital outlays vary so widely that a comparison of per capita cost by cities or by years has little or no significance and for that reason no per capitas were computed for capital outlays nor for all governmental costs, which include payments for outlays.

L. B. Weyburn & Associates, 809 West Madison Street, Chicago, Ill., would like to get in touch with manufacturers in this region desiring sales representation in the Chicago district. They sell mail order houses, chain stores, jobbers, department stores and similar outlets.

National Sales Corporation, 31-35 East Thirteenth Street, Cincinnati, Ohio, wants to contact a firm or individual to sell its line of toy glass marbles and novelty ash trays to the trade in the Southwest.

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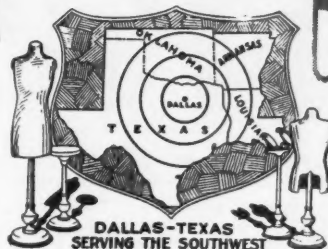
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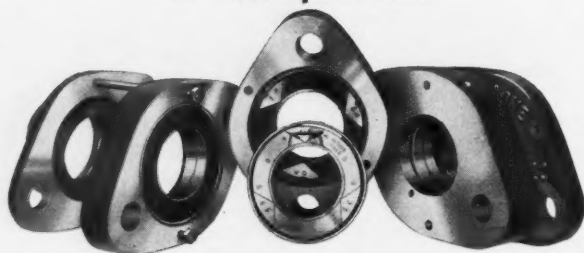
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## Dallas Consumer Survey to Develop Important Facts

**A**S a result of requests from various consumer groups, business organizations, Government bureaus, private institutions and relief agencies, the Bureau of Labor Statistics of the United States Department of Labor is undertaking a study to determine how the American consumer uses his income. The American Federation of Labor has also urged that up-to-date information be gathered on family expenditures. The study is designed as a guide for business men, labor leaders, manufacturers, wholesalers and retailers, welfare workers, as well as housewives and consumers in general.

Dallas was selected as one of the cities to be studied in Texas and Robert E. Thomas has been appointed State Director. Sam B. Barton is serving as City Supervisor in Dallas.

The study will throw light on what amounts are spent for food, clothing, rent, recreation, education, transportation, and other items. It will also show at what income levels various luxuries are customarily purchased, to what income groups various sales efforts should be directed, and how spending habits vary with such factors as geographical location and size of city.

A number of studies of consumer purchasing have been made in the past fifty years, but they have not been sufficiently extensive to provide the facts needed. The last survey of family expenditures covered only 12,000 wage-earner and low-income families and was made by the Bureau of Labor Statistics during 1918-1919. This was not only the abnormal period of the War, but pre-dated the extensive use of automobiles, radios, permanent waves, silk hose, and many household electrical appliances.

### Changes in Spending

In the past seventeen years, drastic revisions have been made in family spending. The type of goods bought by the average person has changed so greatly that many commodities now important were not in the earlier study. Other commodities which were important fifteen years ago are little used today. Very few clothing budgets include such items as high-top shoes, wool petticoats, long underwear and cotton stockings.

The market guide which will be made available by the Urban Study of Consumer Purchases will be invaluable to indicate market trends and the amount of goods which can be profitably produced and sold.

Both business and industry, employer and employee, will be served. Capital and labor will be assisted in approaching wage contracts with a more accurate knowledge of living costs. Social service and welfare units will be guided in planning budgets for their relief families. Public health centers will be interested in what the data reveal concerning diet habits as well as housing conditions, in relation to income and size of family.

And housewives will reach a more intelligent understanding and appreciation of the various costs incidental to household maintenance.

In order that the representatives of the Bureau of Labor Statistics may be easily recognized, they will all furnish official identification cards upon request.



### Highway Planning Surveys Being Made in 32 States

Comprehensive highway planning surveys conducted by State highway departments, with the advice and guidance of the United States Bureau of Public Roads, are under way or about to be undertaken in thirty-two States. It is believed that the completed studies will point the way for the development of long-term highway programs and tax reduction.

These projects will include an inventory of every mile of passable road in each State, a study of the character and extent of traffic on the various roads, and a careful examination of highway costs, expenditures, and revenues. The factors of capital cost, road life, and maintenance cost also will be considered.

To cover the costs of the survey there shall be available in each State one and one-half per cent of the following funds, as apportioned to that state: The 1935 Public Works Fund as provided under the Hayden-Cartwright Act; the 1936 fiscal Federal Aid apportionments; and the Works Progress Administration Highway and Grade Crossing apportionments. In addition to these funds the State must match the monies of the Federal Aid funds used. A number of States have already arranged for separate W. P. A. projects, some of which have been approved.

It is expected that the survey will cover a full year. Analysis of the records, maps, and other data accumulated is expected to take another year. The results of the survey and the analyses made will be developed into a report which carefully evaluates and outlines the complete highway picture. This program will substitute an acceptance of a perpetual and continuing obligation of maintenance and rebuilding when necessary for the present casual treatment of roads, year by year, with annual demands and appropriations.



### Jewish Newspaper Now Published in Dallas

Publication offices of The Texas Jewish Press, a weekly newspaper, have been moved from San Antonio to Dallas and are now located at the Jewish Community Center, 1817 Pocahontas Street. With better facilities for distribution, the publishers expect to increase the size and circulation of the paper.

## A Financial Service Designed to Meet a Definite Need . . .



HOME OF THE  
DALLAS MORRIS PLAN BANK

The Morris Plan was established a quarter century ago to serve a very definite need—that of providing a banking service which would meet the requirements of employed men and women.

That the Morris Plan is sound and practical, and that it serves the purpose for which it was established, has been demonstrated beyond a doubt. Today, Morris Plan institutions in 127 cities serve millions of American families.

The Dallas Morris Plan Bank, pledged to the principles which have characterized the Morris Plan from the beginning, devotes its entire time and facilities to serving the financial needs of employed men and women in Dallas.

## THE DALLAS MORRIS PLAN BANK

COMMERCE ST. AT MURPHY IN DALLAS

*Under Supervision Texas State Banking Department*

*The*  
**Gunter  
Hotel**  
*Center of  
Everything*  
**IN SAN ANTONIO**

**A.M. "ARTIE" COMPTON  
MANAGER**





## Attractions at Home

THE pioneer settlers, prided in their artistic mansions, furnished them throughout with the best . . . it was then the famed Southern Hospitality was born and carried on through the hundred years of progress to be reenacted in this great Centennial year.

*For Hospitality . . .*  
it's Texas

*For Furniture . . .*  
it's

**Anderson Furniture Co.**  
2101 Elm—Since 1897

**Anderson Furniture  
Studio**

2222 North Harwood  
Dallas

## Texas Abstract & Title Co.

F. B. DUNLAP, Active Vice-President  
Republic Bank Building  
Phone 2-5276

Dependable Abstract and Title Insurance



**Typewriters  
Adding Machines  
Repairs and  
Supplies**

**S. L. EWING CO.**

"In Dallas Since 1902"

1406 Commerce Street

Dallas, Texas

## New Members

The following firms have been elected to membership in the Dallas Chamber of Commerce:

Jaynes & Campbell, Dallas Bank & Trust Bldg.; accountants.

H. A. Carter & Company, Dallas Bank & Trust Bldg.; accountants.

T. J. Galbraith, Slaughter Bldg.; architects.

Kribs & Landauer, 200 Houseman Bldg.; mechanical engineers.

Grayson Gill, 502 Great National Life Bldg.; architect.

United Auto Supply Co., Inc., 2123-25 Main St.; automotive supplies and replacement parts.

R. F. Hicks Company, 1217 Main St.; savings and loan (farm and home).

P. B. Arrington, 1202 Athletic Club Bldg.; real estate and development.

Real Silk Hosiery Mills, Inc., 901 Tower Petroleum Bldg.; hosiery and lingerie.

Texas Film Service, Inc., 412 South St. Paul St.; film distributors.

William H. Jones, 1305 Athletic Club Bldg. (The Southern Waste Company); cotton by-products, textile products.

The Illinois Oil Company, 509 Republic Bldg. (E. Fred Herschbach); oil operators.

Walter H. Allen Company, Inc., 2221 Laws St.; wholesale hardware.

Worth Hotel, 1014 Main St.

Red Arrow Freight Lines, Inc., 412 Latimer St.; motor transportation.

L. P. Snell, 806 Mercantile Bldg.; life insurance.

J. D. Gillespie Bond Corporation, 2310 Magnolia Bldg.; United States Government bond participations.

Dixie Cream Donut Company, 3119 Oakland Ave.; manufacturers of doughnuts and doughnut flour.

Walter N. Hill & Company, Wholesale Merchants Bldg.; fire and casualty insurance.

Beer & Company, 622 Republic Bank Bldg.; stock and futures brokers.

Galveston Truck lines, 3205 Worth St.; trucking—contract carrier.

### Budget Subscribers

The following have made substantial subscriptions to the budget of the Dallas Chamber of Commerce:

Waldorf Hotel, 1302 Commerce St.  
Ervington Hotel and Apartments, 1200 South Ervay St.

The Prade Company, 722 Mercantile Bldg.; hotel and hospital linens.

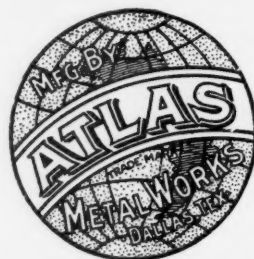
Brand & Oppenheimer, Inc., 407 Mercantile Bldg.; cotton goods.

American Can Company of Louisiana, 509 Burt Bldg.

Simpson, Lange & Company, Inc., 821 Cotton Exchange Bldg.; cotton merchants and exporters.

Texan Hotel, 212 South Houston St.  
Milam Hotel, 2013 Main St.

Gall Novelty Company, 1012 Commerce St.; costume jewelry and ladies' hand bags.



## A World of Quality

Dallas is guest to the whole world at the Centennial, and it's a show of the foremost quality.

Dallas is the home of ATLAS Metal Products, which have long carried the trade-mark that stands for QUALITY, CHARACTER and VALUE.

## Atlas Tanks

There is an ATLAS Tank for EVERY need—farm, ranch, home and business . . . and these old, reliable manufacturers make Culverts, Trash Cans, Incinerators, Grain Bins and other Metal Products of equal QUALITY.

**ATLAS  
Metal Works**

Eagle Ford Road

**DRS. WILSON**



**OPTOMETRISTS**

1617½ Main Street

Dallas, Texas

Phone 2-8814

Goldberg Millinery Company, Wholesale Merchants Bldg.; millinery manufacturers.

Lion Brand Manufacturing Company, 909 Jackson St.; clothing manufacturers.

Advance Neckwear Company, 1007 Commerce St.; neckwear manufacturers.

Byer-Rolnick Company, 915 Jackson St.; hat manufacturers.

M. F. Haley, 914 Commerce St.; cotton piece goods.

North-Bell Hardware Company, Elm and Griffin Streets; hardware and builders' supplies.

Sanger Hotel Apartments, Ervay and Canton Streets.

Campbell Hotel, Elm and Harwood Streets.

Mayfair Hotel, 723 N. St. Paul St.

J. A. Ney, 1619 Elm St.

Langold Frocks, Wholesale Merchants Bldg.; dress manufacturers.

Town Club Hat Company, 303 Wholesale Merchants Bldg.; millinery manufacturers.

Hotel Whitmore, Commerce and Martin Streets.

Music Corporation of America, Tower Petroleum Bldg.

Cliff Towers, Zang's Boulevard and Colorado Sts.; hotel.

#### Budget Increases

The following firms have made substantial increases in their budget subscriptions:

Briggs-Weaver Machinery Company.

East Texas Refining Company.

Ambassador Hotel.

Dr. Pepper Company.

W. J. Lawther Mills.

Planters Cotton Oil Company of Dallas.

Foster Wheeler Corporation.

Gulf Oil Corporation.

McCrary Stores Corporation.

A. G. Spalding & Bros.

Home Furniture Company.

Continental Supply Company.

Charles Pettit.

Arthur Young & Company.

E. L. Dalton.

The Fink Company.

A. W. Cullum & Company.

H. Kohnstamm & Company of Texas.

Scott Hotel.

Southland Hotel Company.

Jefferson Hotel.

Melrose Hotel.

Hilton Hotel.

Southwest Cigar Company.

Doggett Grain Company.

Seaboard Oil Corporation.

Shippers Warehouse Company.



More than 200 youths left the projects of the National Youth Administration in Dallas during a recent two-weeks period to accept private employment.



New charters granted Texas corporations during April totaled 138, as compared with 173 in March and 166 in April, last year.



Section of C. P. Poulk's furniture display, 10th floor, 2nd unit, Santa Fe Building

## Dallas Furniture Market

On the tenth floor of the Second unit of the Santa Fe Building across the bridge from the first unit is the home of one of the most outstanding displays of furniture in America. Many favorably known Pennsylvania factories present here for the first time their complete and modern line of bedrooms, dining rooms, and many other types of furniture. Here are shown the newest of styles and modern lines and workmanship of the very best of woods from the remote places of the globe, rare and exotic, in a display worth traveling many miles to see.

Known as The Dallas Furniture Market the display is in charge of C. P. Poulk who is well known to the Southwestern trade. Special display is by the following representatives: W. E. Lemmon has a complete assortment of decorative fabrics for the drapery and upholstery trade. He maintains a cut order service. The Firth Carpet Company with their Southwestern headquarters is in charge of Mr. Herschel Hyde. Here is represented carpets advertised in

current national magazines showing the way to "push back your walls and wake your rooms to livid beauty through Firth's fashions for floors."

The Hodges' Carpet Company is represented by Mr. C. W. Wheat. The Thomas L. Leedom Company is represented by Messrs. T. L. and S. R. Knight as their manufacturers agents who have a complete display of broadloom carpets, rug cushions, and carpet lines. Southwestern headquarters for the American Rug and Carpet Company is represented by Mr. Henry Dihm, manager of sales in the Southwest. H. C. Grupe represents Beatic Manufacturing Company display of rugs and carpets. Heating equipment as shown by Jack M. Little features Detroit Michigan Stoves and the Garland and Detroit Jewel Gas Ranges. The George D. Roper Company display of Roper Gas Ranges is displayed by J. J. Marcus, representing Cribben & Sexton. The Humphrey Line of gas heaters and Rex Water Heaters manufactured by Seidenglanz & Company is also displayed. C. C. Anderson is showing the complete line of the American Import Company.



Largest Exclusive Health and Accident Organization in the World

★

DALLAS OFFICE

Largest Health and Accident Agency in the World

★

ERNEST HUNDAHL, Manager

Texas, Oklahoma and Louisiana

10th Floor Dallas Bank & Tr. Bldg.

DALLAS, TEXAS

# NEON

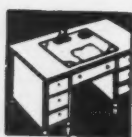
Signs  
Lighting  
Service

Billboard Displays

Outdoor Electric  
Advertising, Inc.

WATTY THOMPSON, Pres.

GENE BOECKMAN, V. Pres.  
2229 Cedar Springs—7-6878



Used Office Furniture  
Bought, Sold, Repaired and  
Refinished

**J. B. HARPOLD**

1708 Commerce Street  
Phone 7-6846

## Palestine Banker Named Dallas Bank Chairman

Tucker Royall, President of the Royal National Bank of Palestine, has been elected chairman of the board of the First National Bank in Dallas, succeeding the late R. H. Stewart. For more than twenty years Mr. Royall has been a director of the old City National Bank and later the First National Bank.

In 1916 Mr. Royall, for a short time, was vice-president and cashier of the old City National Bank, succeeding J. Howard Ardrey, when the latter went to New York. Ill health forced Mr. Royall to resign, and he returned to Palestine. In his career as banker and leading citizen of Palestine, he has been honored locally and in State-wide fashion several times. Several political appointments, having to do with the financial system of State, have been offered him, which he has refused. In 1934, he did accept the chairmanship of the State Tender Board, and worked in co-operation with the State Railroad Commission in prorating oil production in East Texas. He served in this capacity with great credit to himself and benefits for the State till November, 1935, when he resigned.

◆◆◆

## Highway Building Aids Business Restoration

Highway construction not only provides roads, but also plays a vital part in the restoration of business to a sound basis, a recent survey made by the United States Bureau of Public Roads indicates. It is revealed that every \$1 spent on roads initiates a movement which results in the distribution of \$3.15 in wages and materials, and that every four men put to work on highways create employment for seven additional workers in twenty-four different industries.

An annual expenditure of \$100,000,000 on road work furnishes continuous employment for twelve months to more than 100,000 persons, divided about equally between urban and rural areas. Of this number approximately forty per cent are employed directly on road work; the remaining sixty per cent in industries. The average wage for job labor is \$640; for industrial labor, \$1,170.

Business transactions beneficial to many industries and communities are said to result from every order for highway materials. Each successive stage in the processing of materials represents the distribution of funds for labor, equipment, materials, and other expenses making up the cost of doing business. It is the total value of the business thus carried on which multiplies the value of the dollar invested in highway work more than three times during a single year.

◆◆◆

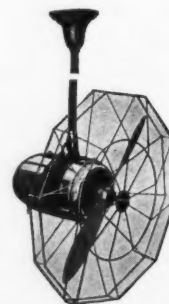
Neuhoff Brothers, meat packers, are building a \$25,000 addition to their plant in North Dallas.

## Dallas Fans Are Manufactured In Texas

A Complete Line—4 Models—11 Fans. Sold over the entire U. S. A. by leading distributors and dealers. Over 25,000 in use, replacing obsolete equipment and modernizing old stores. New stores are being equipped exclusively.



Every merchant, shop or factory owner should have one of our catalogs and bulletins. This new principal of air circulation will solve your problem at a very small cost. Dallas Fans work right in with present fan equipment, rivaling expensive air conditioning. Write today, secure this unexcelled service right at home.



**DALLAS  
ENGINEERING  
COMPANY**

1115 Hall St.

Dallas, Texas



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**Monta R. Ferguson**

Candidate for  
County (Probate) Judge

### Qualifications:

Have for Over 30 Years  
Practiced Law at the  
Dallas Bar

(Political Advertisement)

## WALTER J. STOVALL

FOR

Justice of the Peace

Precinct No. 1, Place No. 2

EXPERIENCED QUALIFIED  
14 YEARS CHIEF CLERK IN THIS OFFICE  
(Political Adv.)

## LESLIE JACKSON

CANDIDATE FOR CONGRESS

Dallas County

(Subject to Democratic Primaries)

Born in Palestine, Texas;  
began practice of law in  
Dallas in 1923; teaches at  
night at Dallas Y. M. C.  
A. Law School; overseas  
veteran, 90th Division; ed-  
ucated at Texas, George  
Washington and Harvard  
Universities, receiving de-  
grees of Bachelor of Arts,  
Bachelor of Laws, Master  
of Laws and Doctor of  
Juridical Science, the last  
being the highest degree in  
law Harvard University  
confers.

Favors among other  
things: a free and inde-  
pendent judiciary, un-  
shackled by political pres-  
sure; a policy whereby the  
Supreme Court may pass on the constitutionality of  
important legislation, such as the AAA and NRA  
immediately after enactment; a vigorous policy of  
neutrality; adequate army, navy and air forces; state  
control of local matters; adjusted tariff for revenue  
where expedient, to relieve people of burdensome tax-  
ation, and to aid farmer.

Paid Advertisement

HONESTY IS ECONOMY

## W. T. (Bill) Bullock

Candidate for

ASSESSOR AND COLLECTOR

of Taxes

Dallas County

(Political Advertisement)

## W. O. REED

State Representative

Place Two

(Political Adv.)



**ALLEN  
MELTON**

Candidate for

JUDGE COUNTY  
CRIMINAL COURT

Subject to action Demo-  
cratic Primary July 25, 1936

(Political Advertisement)

# WELCOME

## Centennial Visitors

While in Dallas, make  
the **GOLDEN  
PHEASANT  
RESTAURANT**  
your headquar-  
ters » » »

French  
Cuisine



Known from  
coast to coast  
for Excellent  
Food.

The

## Golden Pheasant Restaurant

1417 Commerce St. • Phone 2-2611

One Half Block East of Baker and  
Adolphus Hotels

PAUL C. BATHIAS, Proprietor

## Color, Romance and Grandeur

... have been preserved for Texas and  
the great Southwest. It is the land where  
the Hospitality of the South blends with  
the color of the Golden West ... a ter-  
rain of rolling farm lands, vast prairies,  
timber and mountains.

Our company is among the retail mer-  
chants early identified with this section.

## S. H. KRESS & CO.

Elm Street, Dallas, Texas

## Dallas Bond House Only One of Kind in Nation

The J. D. Gillespie Bond Corporation,  
of Dallas, whose main business is dealing  
in participations in United States Gov-  
ernment bonds, is said to be the only  
corporation of its kind in the United  
States. Organized under the laws of  
Texas, it is subject to supervision by the  
banking department of the State.

The corporation accumulates United  
States Government bonds and puts them  
up in escrow with the Mercantile Na-  
tional Bank and then sells to banks over  
the State, and others, participating in-  
terests therein at a rate of interest  
somewhat higher than the open market  
rate and the call money rate prevailing  
at this time. The participations may be  
cancelled on three days' notice. The cor-  
poration puts up a \$100 par value United  
States bond against every \$90 participa-  
tion it sells. These participations being  
a sale of United States bonds with re-  
purchase options, they enjoy the same  
exemption from taxes as do any other  
United States bonds. By making these  
participations payable on three days' de-  
mand, it gives Dallas what is in effect a  
call money market based on United  
States securities.

The corporation was organized in July,  
1935, with paid in capital of \$200,000,  
and at this time has a paid in capital of  
\$250,000, has \$2,000,000 United States  
Government bonds and has sold partici-  
pating interests against them amounting  
to \$1,780,000, which participations up to  
this time have been sold only to banks  
over the State.

The originators and stockholders of  
the corporation are William Morriss, R.  
B. George, E. E. Langford and J. D.  
Gillespie, J. D. Gillespie being President,  
R. B. George, Vice-President, and E. E.  
Langford, Secretary and Treasurer.



## Taxes Exceed Oil Value

Taxes levied upon the petroleum in-  
dustry and its products in 1935 for the  
third consecutive year exceeded the es-  
timated value of all crude oil produced in  
the United States. The 1935 tax bill is  
estimated at \$1,127,259,232 by the Amer-  
ican Petroleum Industries Committee,  
while preliminary figures place the es-  
timated aggregate value of 1935 crude oil  
production at \$975,000,000.

The totals, compared with 1921 figures,  
indicate that while the value of crude oil  
has increased only 19.7 per cent in the  
fifteen years, the tax costs have in-  
creased about 935 per cent. It is es-  
timated that if the increase in the value of  
the product had kept pace with the  
growth of taxes, the 1935 output would  
have been worth over \$7,500,000,000.

The 1921 tax bill was estimated at  
\$108,773,631, and the value of crude oil  
produced at \$814,745,000. The 1933 tax  
bill was \$1,004,824,028 as compared with  
crude oil output value of \$608,000,000.  
The 1934 tax bill was \$1,046,149,575  
against \$904,825,000 estimated value of  
crude oil output.

A Texas Institution



## THE BAKER HOTEL Dallas

700 Rooms and Baths,  
offering the absolute  
**BEST** in hotel service.

DINING ROOM  
COFFEE SHOP  
"CAVE"TERIA

Home of the Nationally Known  
PEACOCK TERRACE and  
CRYSTAL BALLROOM

**RATES: \$2.50 AND UP**

## CENTENNIAL EXHIBITORS

We offer the trained services of  
a modern, well equipped plant con-  
veniently located.

Display Cases, Shelving, Furniture  
and Fixtures made to order.

Coerver & Company, Inc.  
CABINET MAKERS  
4032 Commerce DALLAS

## ANDRESS & SHOR

One of the Oldest Collection Houses in the Southwest  
Wholesale Collections—Liquidations—Settlements  
1908 Santa Fe Bldg.

Phone 7-5256

Dallas

## James N. Tardy Company

First Mortgage Loans

Real Estate Investments

REPUBLIC BANK BUILDING

TELEPHONE 2-8185

DALLAS

Phone 7-4396

## DALLAS TOWEL SUPPLY CO.

2511 Commerce Street

Dallas

CHAIRS FOR RENT

## PIANOS BROOK MAYS & CO.

1005 Elm

Phone 2-6214

Re-Elect

## ED VANDERVORT

Commissioner

District No. 3

(Political Adv.)

## Dr. James J. Hamiter

VETERINARIAN

General Practice

Phone 2-5522

1909 N. Harwood

DALLAS

## Attractive Quarters



in this modern  
well-located  
building are  
available at  
exceptionally  
moderate ren-  
tals.

### Practice

thrift and economy without sacrific-  
ing your comfort or prestige. You  
can do it by becoming our tenant.

## Fidelity Building

1000 Main Street

2-7779

## New Concerns

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Mueller Heating & Ventilating Com-  
pany, 1901 North Harwood St.

George P. O'Rourke Construction Com-  
pany, 1019½ Jackson St.

Paris & Mount Pleasant Railroad  
Company, 613 Santa Fe Bldg.

Ray Sales Company, 715 Slaughter  
Bldg.

Shelburne Company, Gulf States Build-  
ing; real estate loans.

Smith Laboratories Corporation, 817  
Wilson Bldg.

State Hospital & Life Insurance Com-  
pany, 1220 Athletic Club Bldg.

State Labor Department, 1727 Young  
St.

Edward J. Steinberg & Company, 908  
Fidelity Bldg.

Texas Democrat, 820 Wilson Bldg.;  
newspaper.

United States Bureau of Internal Re-  
venue, Assistant General Counsel Office,  
528 Wilson Bldg.

United States Public Health Service,  
Hearing Survey, 4105 Live Oak St.

Works Progress Administration Com-  
modities, 400 Poydras St.; warehouse.

Ruth Wood School of Music, 1815½  
Main St.

## New Summer Sailings of Steamship Line

The Clyde-Mallory Lines again this  
season, as has been its custom for a  
number of previous years, will place in  
service palatial passenger liners between  
Galveston-Miami and New York.

According to present plans, the com-  
pany expects to operate the sister ships,  
"Seminole" and "Algonquin," between  
the above points, and such ships have  
been appointed to sail from Galveston  
and New York each Wednesday. The  
ship sailing from Galveston on Wednes-  
day will put into Miami Saturday for a  
full day's stay, sailing again at 4:30  
p. m. for New York, and should dock at  
that point the following Tuesday at 7:00  
a. m. The ship from New York each  
Wednesday will operate on a like sched-  
ule, stopping for a day at Miami. In ad-  
dition to the talking movies, swimming,  
orchestra for dancing and concerts while  
aboard, such an arrangement will per-  
mit a full day's stay in Miami.

All representatives of the Dallas Divi-  
sion of the Great Southern Life Insur-  
ance Company have been invited to at-  
tend a one-day convention in Dallas on  
June 26. Featuring the convention will  
be a visit to the Centennial Exposition  
and a banquet at which real buffalo meat  
will be served.

The City of Dallas has contracted for  
enlargement of the Bachman filtration  
plant of the city water system, to cost  
\$124,000. Increased capacity is expected  
to take care of the city's rapid popula-  
tion growth for the next ten years.

## Texas Centennial Flag Cuts



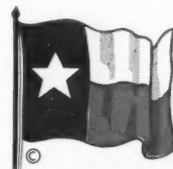
No. B. \$5.00



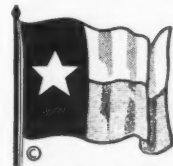
No. A. \$5.00



No. C. \$2.50



No. D. \$5.00



No. E. \$2.50

Use Texas flags and Texas Centennial flags in  
your advertising, on your letterheads and on  
other printed forms. We can ship these cuts  
immediately. We make all kinds of cuts and mats.

## HARPER-STANDARD ENGRAVING CO.

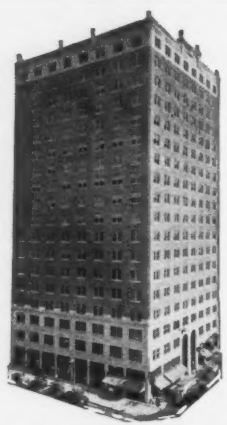
JACK HARPER, Manager

1615 Royal Street

Box 1016

DALLAS, TEXAS





Beautiful, substantial and modern, the Allen Building stands clear on all sides for light and ventilation. Equipment, service and reputation unsurpassed. Conservative in tenant selection.

**ALLEN BUILDING**

Commerce and Ervay  
R. R. WILSON, Bldg. Mgr. Phone 2-9296

Complete equipment for the economical bindery operations on booklets and catalogues. Complete dummy and estimate without charge or obligation on your catalogues, price lists, manuals or books. We manufacture Wire-O flat opening bound sheet bindings.

**American Beauty Cover Company**  
COVERMAKERS AND BOOKBINDERS  
Telephone 7-5179  
1902 Orange Street Dallas, Texas

TITLE INSURANCE  
CORRECT ABSTRACTS

**HEXTER  
TITLE & ABSTRACT  
COMPANY, INC.**

Exclusive Dallas Agents for  
Employers Casualty Com-  
pany of Dallas

1213 Main St. Phone 2-8013

VICTOR H. HEXTER, Pres.  
LOUIS J. HEXTER, Vice-Pres.

Speed—Accurateness  
Individualized Service

**TERRY BROTHERS**  
**REAL ESTATE AND LOANS**  
1649 PACIFIC AVE. DALLAS, TEXAS  
Stores for Rent

**SCHUMACHER & TELKAMP**

Hotel and Restaurant Equipment and Supplies

PHONE 2-6639

1715 YOUNG ST.

DALLAS, TEXAS



I'LL TAKE "WHITE ROSE!"

CAVALCADE OF TEXAS

HOWDY STRANGER, LET'S GO PLACES!

STREETS OF PARIS

KEY TO THE CENTENNIAL

**WHITE ROSE**  
OLD FASHIONED LAGER BEER  
DALLAS BREWERY

**Tourist Trade Bigger  
Than Steel Business**

The tourist business has become Southern California's second biggest source of income.

Oil leads with \$135,000,000 annually. Then comes the tourist business which is worth to Southern California, alone, \$123,923,069 a year. Then comes motion picture production at \$97,748,000 and citrus fruits at \$81,012,155.

Roger Babson estimates that Americans spend about \$5,000,000,000 on pleasure travel every year. That means that the tourist business is bigger than the automobile business, the iron and steel business or the petroleum business. Don Thomas, director of the All Year Club of Southern California, says they have increased their tourist business 400 per cent; could increase it another 400 per cent and still leave plenty for other people.

Summer tourists as well as winter tourists now visit California in droves. Over a period of time it was found that one out of every ten who came to visit eventually returned to locate, to invest, to build a home. They made a consumer market. Soon factories sprang up, national manufacturers located branch plants.

On the theory that the benefits are universal, the advertising effort is financed by taxes. The club receives funds from the county to carry on its work; its advertising committee, on which experienced men serve without pay, prepares the campaigns, and the bills are audited by the county auditor.—Nation's Business.

**Railroads Are Buying  
Much New Equipment**

Renewed railroad buying in anticipation of improved railroad traffic is reflected in a report on equipment orders made public by the Association of American Railroads.

New freight cars of all types on order by the Class I railroads of the United States totaled 13,562 on April 1, 1936, compared with 482 cars on order at the same time last year.

New steam locomotives on order April 1, this year, totaled fifty-two compared with one on the same date last year. Twenty-four new electrical locomotives were on order this year, compared with sixty-one electrics on order April 1, 1935.

New passenger equipment on order April 1, this year, called for sixty-nine cars as against seventy-six cars on the same day last year.

In the first three months of this year, 2,984 new freight cars were placed in service in this country compared with 568 cars in the corresponding three months of 1935. For the entire year of 1935 there were 8,903 new freight cars placed in service.



## Principle...

This company follows the fine principles and traditions of the old Southwest as a guide for fair dealing and excellent service.

A conservative company, carefully managed and always maintaining

**SAFETY**

**SOUNDNESS**

**SECURITY**



A. MORGAN DUKE, President

J. R. PLUMMER, Executive Vice-President

HOME OFFICE

FORT WORTH, TEXAS

REMODELED for the CENTENNIAL

New Furniture • New Carpets • New Lobby • New Decorations



*Dallas' Leading Hotel*

# JEFFERSON

HOTEL • DALLAS

LAWRENCE W. MANGOLD, General Manager



